

# Tripacific Electrindo PT in Consumer Appliances (Indonesia)

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## Abstracts

Tripacific Electrindo led air treatment products in Indonesia in 2012, due to its huge volume sales of cooling fans in the country. The company's presence in other categories of consumer appliances remained limited up to the end of the review period. Therefore, it has the potential to branch out further into more product categories within the market, mostly small appliances, with the longer term strategy of extending its reach to major appliances. Offering wide product variants in cooling fans,...

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