

Trubus Mitra Swadaya PT in Home and Garden (Indonesia)

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Abstracts

Leveraging its strong brand name associated with agriculture, the Trubus brand from Trubus Mitra Swadaya PT is expected to continue to lead the relatively low base of gardening. Further distribution through another Trubus store is expected as its retail stores were still centred on the main Java island at the end of the review period. Through growing internet penetration, it also operates a Trubus online store that can cater to a wider consumer base nationwide.

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