

# Ultrajaya Milk Industry & Trading Co Tbk PT in Packaged Food (Indonesia)

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## Abstracts

Ultrajaya Milk Industry & Trading Co (Ultrajaya) is expected to increase its focus on marketing its dairy products over the coming years. In maintaining its respectable position in dairy products, especially long-life/UHT milk, Ultrajaya is likely to face a growing challenge from other players, especially Indolakto PT, which was just acquired by Indofood Sukses Makmur in late 2008. New launches in terms of product variants and brand rejuvenation are set to take place as an attempt to strengthen...

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