

Warna Mardhika PT in Apparel (Indonesia)

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Abstracts

Warna Mardhika is likely to focus on expanding its brand portfolio over the forecast period, to reach more consumer groups, while maintaining its middle-income positioning. The company is expected to open more showroom outlets in other regions in Indonesia to promote its brands. It will also attract its target consumer groups through the use of social media network promotions to further develop brand awareness. From 2012 onwards, it adopted the specific push of 'from local going to global' –...

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