

Watsons Indonesia PT in Retailing (Indonesia)

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Abstracts

In the short term, Watsons Indonesia is not expected to expand the number of outlets of its Watson's chemists/pharmacies brand rapidly, as the company is likely to focus on improving the value sales of its existing stores. This will be done by improving its product range, including the exclusive distribution of health and beauty products which are brought in from countries such as Singapore, Hong Kong and Japan. The company also has the potential to hold events to attract consumers, such as...

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