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Writers Team
ABSTRACT

As the effect of globalization and free trade agreement era in many business, fast moving consumer goods companies in Indonesia now have new possibilities to expand their market in Indonesia which has a large population and many natural resources and beginning the industrialization, will be an attractive location for fast moving consumer goods business in Indonesia. This means the competitive among fast moving consumer goods companies in Indonesia is getting tougher. The competition between Indofood, Sari Husada, Unilever and P&G has begun, searching for a new competitive advantage.

There are things that fast moving consumer goods companies in Indonesia should pay attention to: reliability, responsiveness, assurance, empathy, and tangible aspect to win the competition. These things are called service dimensions.

The purpose of this thesis is to get the right combination of strategy in getting the best way for winning the competition with the best competitive advantage in Indonesia. Findings in this research will be an applicable study for fast moving consumer goods in Indonesia on how to increase profit.

Keywords: FMCG, Competitive Advantage, Service Dimensions

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