

**SWOT ANALYSIS IN THE MARKETING
STRATEGY OF PT KOSOEMA NANDA PUTRA**

By

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A BACHELOR DEGREE THESIS

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Defended Before the Board of Examiners

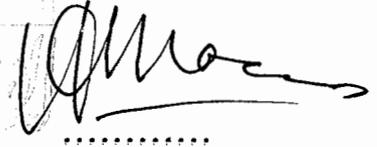
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And Declared Acceptable

Board of Examiners

Examiner 1

Drs. Al Hasi n, MBA



Examiner 2

Drs. Suwarsono, MA



Jogjakarta, January 27, 2004

International Program

Faculty of Economics

University of Indonesia

Dean



Suwarsono, MA



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Finally, this thesis is still far from perfect, but hopefully this thesis could be useful for the company itself to analyze their marketing strategy and able to implement the appropriate strategy in their business.

Jogjakarta, December 2003

Arryanto Hendratama