

IMPROVEMENT PROCESS FOR UPDATING EATON ELECTRICAL
SECTOR'S PERSONAS DUE TO CHANGES DURING THE COVID-19

PANDEMIC IN THE EMEA REGION

Undergraduate Thesis

To Fulfill Part of the Requirement of Attaining a Bachelor Degree

Economics Undergraduate Program



Tsamara Amalia Safira

17/411423/EK/21394

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FACULTY OF ECONOMICS AND BUSINESS

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Improvement Process for updating EATON Electrical Sector's Personas due to Changes during the Covid-19 Pandemic in the EMEA region

Graduation Thesis

Author

Tsamara Amalia Safira /496583

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GRADUATION THESIS

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Student/Author: Tsamara Amalia Safira (496583)

Company Supervisor: Renan Machado Cardoso

Senior Marketing Analyst, Eaton Electrical Sector - EMEA

Thesis Supervisor: Marc Lankamp

Second Supervisor: Niels Janszen

Saxion University of Applied Sciences

International Business and Management

Enschede, The Netherlands

Eaton Industries (Netherlands) B.V.

Hengelo, The Netherlands

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