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NARBITO, Andreas Satrio Bayu, Dr. Gudono, MBA
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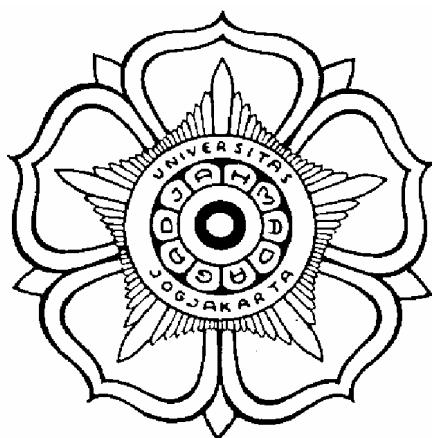
UNIVERSITAS
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Marketing Strategy Analysis

Case Study : PT Panca Prasetya Agung

Thesis
In partial requirement for S-2 Degree

Master of Management Program
Department of Social Sciences



Submitted by
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8729/MM/PS/01

to
Postgraduates Studies Programs
Gadjah Mada University
Yogyakarta
2004



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Master of Management Study Program
Gadjah Mada University

Preface

AUTHORIZATION

MARKETING STRATEGY ANALYSIS

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prepared and compiled by
Andreas Satrio Bayu Narbito

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has been defended before the Board of Examiners
on March 26, 2004
and has been declared to fulfill all requirements

1. My Lord Jesus Christ who gave me the grace, strength, and faithfulness
2. Dr. Gudono, MBA who gave me guidance and direction

Yogyakarta, March 26, 2004

Examiner I

Examiner II

Dr. Bambang Riyanto LS, MBA

Dr. Gudono, MBA

Dr. Gudono, MBA