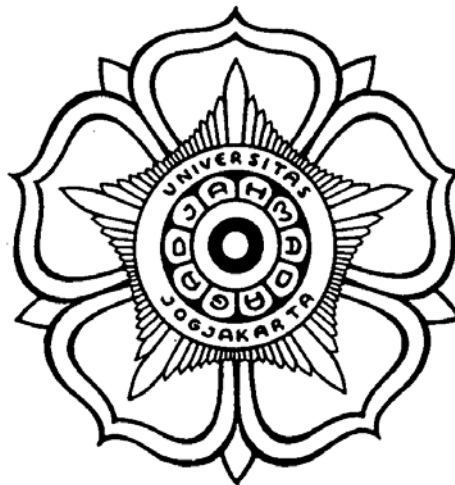


BUSINESS STRATEGY FORMULATION AT MELIA PUROSANI HOTEL YOGYAKARTA USING QUANTITATIVE STRATEGIC PLANNING MATRIX (QSP MATRIX) APPROACH

Thesis

In partial requirement for S-2 degree

Program Studi Magister Manajemen
Department of Social Sciences



Submitted by:
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8144/PS/MM/01

approved -
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to
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FAHMI, Mohammad, Dr. Harsono, MSc

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AUTHORIZATION

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has been defended before the Board of Examiners
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