



HowCanSatu Kenangan Effectively Position Itself as a Distinct Brand in the Competitive Market While

Maintaining the Superior Image of its Established Sister Brand Kopi Kenangan

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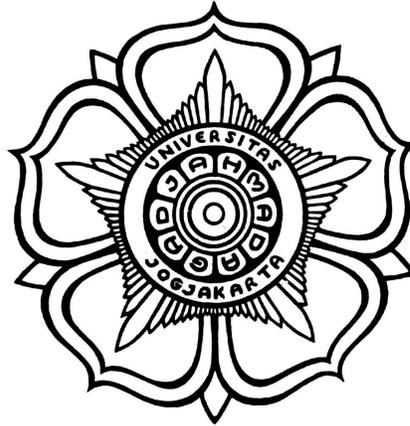
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Undergraduate Thesis

Submitted in Partial Fulfillment of the Requirements for the Degree of *Sarjana Ekonomi*

from the Department of Management



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YOGYAKARTA

2024



Dengan ini saya menyatakan bahwa tugas akhir dengan judul:

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Telah saya baca dengan seksama dan telah dinyatakan memenuhi standar ilmiah, baik jangkauan maupun kualitasnya, sebagai skripsi jenjang Pendidikan Sarjana (S1).

Telah diujikan pada 17 Oktober 2024

Mengetahui,
Wakil Dekan Bidang Akademik dan
Kemahasiswaan



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