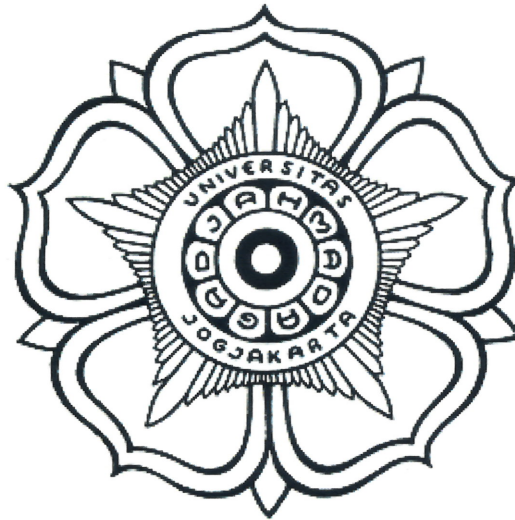


THE GROWTH STRATEGY OF SMALL AND MEDIUMSIZED ENTERPRISES: A CASE STUDY OF AN ASIAN RETAIL

Thesis

As a partial fulfillment to achieve a Master Degree

Study Program in Master of Business Administration



Submitted by

Carlin

20/470907/PEK/26634

to

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS GADJAH MADA

2024

Master of Business Administration
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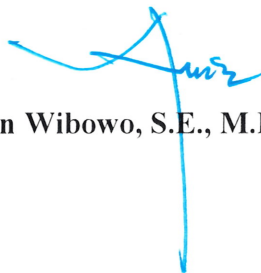
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has been defended before the Board of Examiners
on July 15, 2024
and has been declared to fulfill all requirements



Yogyakarta, July 15, 2024

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