

**FORMULATING THE MISSION, VISION, AND  
VALUES FOR PT. ANTARNUSA BATAM: A STUDY  
OF A FAMILY-OWNED FREIGHT-FORWARDING  
COMPANY**

Thesis

As a partial fulfillment to achieve a Master Degree

Study Program in Master of Business Administration



Submitted by

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to

**FACULTY OF ECONOMICS AND BUSINESS**

**UNIVERSITAS GADJAH MADA**

**2025**

## AUTHORIZATION

# FORMULATING THE MISSION, VISION, AND VALUES FOR PT. ANTARNUSA BATAM: A STUDY OF A FAMILY-OWNED FREIGHT-FORWARDING COMPANY

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On November 18, 2025

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