

DAFTAR PUSTAKA

1. Carpenter dan Sanders, 2009. *Strategic Management: A Dynamic Perspective*, 2nd edition. Pearson.
2. *Channel Strategies in FMCG Sector*, 2013. Tersedia pada: <https://www.uniassignment.com/essay-samples/marketing/channel-strategies-in-the-fmcg-sector-marketing-essay.php>. Diakses 1 Desember 2017
3. David dan Fred R. 2009. *Strategic Management – Concepts dan Cases*, 12th edition. Merrill.
4. *Distribution in Vietnam*, 2015. Tersedia pada: <http://bdg-vietnam.com/en/distribution-in-vietnam/>. Diakses 25 Desember 2017.
5. Handoko, T. Hani., Indrasi, Nurul. Almahendra, Rangga. 2012. *Manajemen dalam berbagai perspektif*. Erlangga.
6. Husaini dan Purnomo, 2014. *Metodologi Penelitian Sosial*. Jakarta: Bumi Aksara.
7. Kotler dan Keller, 2016. *Marketing Management* 15th ed. Edinburgh: Pearson Education Limited.
8. Kuncoro dan Mudrajad. 2009. *Metode Riset Untuk Bisnis dan Ekonomi*. Jakarta: Erlangga.
9. Pheng dan Honbin, 2005. *Analysing ownership, locational and internalization advantages of Chinese construction MNCs using rough sets analysis. Construction Manajemen and Economics* (November 2006) 24, 1149–1165. Tersedia pada: www.proquest.com. Diakses 02 Mei 2018.
10. Porter E, Michael. 2008. *The Five Competitive Forces that shape Strategy*. Tersedia pada: www.hbr.org. Diakses pada 25 Desember 2017.
11. *Retail in Vietnam Emerging market, emerging growth*. 2014. Deloitte Southeast Asia, p.4. Tersedia pada: http://www.iberglobal.com/files/2016/vietnam_retail.pdf. Diakses 3 Januari 2018.
12. Sugiyono, 2015. *Memahami Penelitian Kualitatif*, Bandung: Alfabeta
13. Thomson, Peteraf, Gamble dan Strickland. 2016, *Crafting and Executing Strategy*. Mc Graw Hill

14. *Vietnam facts*, tersedia pada: <https://en.wikipedia.org/wiki/Vietnam>. Diakses 10 Januari 2018.
15. *Vietnam's retail and distribution market*, tersedia pada: <https://www.linkedin.com/pulse/entering-vietnams-retail-distribution-market-dr-matthias-d%C3%BChn-ll-m-/>. Diakses 12 Februari 2018.
16. *Vietnamese distribution channel*, tersedia pada: <http://www.emeraldinsight.com/doi/abs/10.1108/09590559610119893?mobileUi=0&journalCode=ijrdm>. Diakses 15 Desember 2017.