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LIST OF ABBREVIATIONS

API	Asosiasi Pertekstilan Indonesian (Textile Association)
BOS	Blue ocean Strategy
ERRC	Eliminate-Reduce-Raise-Create
FAF	Four Action Framework
FGD	Focus Group Discussion
IDI	In-Depth Interview
MOQ	Minimum Order Quantity
ODM	Original Design Manufacturing
OEM	Original Equipment Manufacturing
SC	Strategy Canvas
SSPF	Six Searching Path Framework
VI	Value Innovation
3NC	Three Tier Non-Customers