

# **ASSESSING COSMETICS INDUSTRY ATTRACTIVENESS, COMPETITIVENESS AND CRITICAL SUCCESS FACTOR IN INDONESIA**

Thesis

As a partial fulfillment to achieve a Master Degree

Study Program in Master in Management



Submitted by

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to

**FACULTY OF ECONOMICS AND BUSINESS**

**UNIVERSITAS GADJAH MADA**

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**Michelle Ferdinand**

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has been defended before the Board of Examiners

On July 15, 2021

and has been declared to fulfill all requirements


**Yogyakarta, July 15, 2021**

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