## **PREFACE**

All praised to Allah SWT, because with his blessing the author can finish this mini-thesis with the title "Implementation of Dynamic Capability in Achieving Sustainable Competitive Advantage: A Case Study at PD. ASH Jaya". The purpose of proposing this mini-thesis is to fulfill one of the requirements to get a bachelor's degree from the International ICT Business Program of School of Economics and Business, Telkom University Bandung.

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Although this mini-thesis is still far from perfect, hopefully, this research can help to enrich the knowledge and inspire other researchers to do further research, and all deficiencies in this research can be a learning material for better researches in the future.

Best regards, Salsabilla Hesvara Putri Muliyadi