

## DAFTAR SIMBOL DAN SINGKATAN

<b>Istilah</b>	<b>Deskripsi</b>	<b>Halaman Pertama Muncul</b>
=	Kesamaan	18
-	Pengurangan	18
+	Penjumlahan	18
×	Perkalian	18
>	Lebih Dari	18
<	Kurang Dari	18
≤	Kurang Dari Kesamaan	18
m <sup>2</sup>	Satuan Luas	39
STP	<i>Segmenting, Targeting, dan Positioning</i>	i
NPV	<i>Net Present Value</i>	i
PBP	<i>Payback Period</i>	i
IRR	<i>Internal Rate of Return</i>	i
4P	<i>Product, Price, Place, dan Promotion</i>	15
MARR	<i>Minimum Attractive Rate of Return</i>	19
MSE	<i>Mean Squared Error</i>	25
THR	Tunjangan Hari Raya	42
EBITDA	<i>Earning Before Interest, Taxes, Depreciation, and Amotirzation</i>	61
EBIT	<i>Earning Before Interest and Taxes</i>	61
EBT	<i>Earning Before Tax</i>	61
EAT	<i>Earning After Tax</i>	61