

PREFACE

Alhamdulillah, praise be to the presence of Allah SWT for all blessings and gifts, so that the researcher can complete the Final Project Proposal entitled "MARKETING STRATEGY FORMULATION ON SELF-OWNED BUSINESS XYZ COMPANY WITH QUANTITATIVE STRATEGIC PLANNING MATRIX (QSPM)". This final project is a journey in the last year of my undergraduate studies at the Industrial Engineering / Information Systems Bachelor Degree Study Program, Faculty of Industrial Engineering, Telkom University.

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The authors are very aware that this task is far from perfect. For this reason, researchers openly accept constructive criticism and suggestions so that this report can be made even better. Researchers hope that this Final Project report can be useful for many people.

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