

DAFTAR SINGKATAN

Singkatan/Symbol	Deskripsi	Halaman Pertama Muncul
UMKM	Usaha Mikro, Kecil dan Menengah	13
PDB	Product Domestik Bruto	13
<i>Marketing Mix</i>	<i>Marketing Mix (Product, Price, Place, Promotion)</i>	25
ARC	<i>Activity Relationship Diagram</i>	31
AAD	<i>Area Allocation Diagram</i>	31
NPV	<i>Net Present Value</i>	37
PP	<i>Payback Period</i>	38
IRR	<i>Internal Rate of Return</i>	38
MARR	<i>Minimum Attractive Rate of Return</i>	38
WACC	<i>Weight Average Cost off Capital</i>	39
R _m	<i>Market Rate of Return</i>	39
R _f	<i>Current Riskfree Rate</i>	39
R _i	<i>Cost of Equity</i>	39
≤	Kurang Dari Sama Dengan	62
>	Lebih Dari	62