

DAFTAR SINGKATAN

| Singkatan | Kepanjangan | Halaman Pertama Muncul |
|------------------|-------------------------------------|---------------------------------------|
| UMKM | : Usaha Mikro Kecil Menengah | 8 |
| CPM | : <i>Competitive Profile Matrix</i> | 21 |
| CSF | : <i>Critical Success Factor</i> | 21 |
| KPI | : <i>Key Performance Indicator</i> | 22 |
| PoP | : <i>Point of Purchase</i> | 67 |
| OOTD | : <i>Outfit of The Day</i> | 122 |