PREFACE

Alhamdulillah, all praise and gratitude to Allah SWT because of His Grace and Guidance the author can complete the thesis with the title "STRATEGY FORMULATION USING IFE, EFE, SWOT, AND QSPM MATRIXES: A CASE STUDY ON PT WARGA UTAMA PRIMA MANDIRI". The purpose of writing this mini-thesis is to fulfill one of the requirements for graduation from the Bachelor degree in ICT Business Study Program, Faculty of Economics and Business, Telkom University Bandung.

In this research, the author received a lot of guidance, criticism, suggestions,

and enormous motivation from various parties. Therefore, the author would like to thank:

- 1. Ir. Dodie Tricahyono, M.M., Ph.D., as the Mini Thesis Advisor or Supervisor, who has dedicated time, attention, and provided guidance, direction, and advice throughout the thesis preparation process.
- 2. The examiners have offered constructive criticism and feedback during the research process.
- 3. Mrs. Indira Rachmawati, S.T., M.S.M., Ph.D., as the Academic Advisor, who has provided invaluable guidance throughout the course of study.
- 4. My sincere gratitude goes to my beloved family. To my mother and father, for their prayers, blessings, and financial support, and to my brother, you have all been a constant source of motivation throughout this journey.
- 5. Much appreciation is extended to all the interviewees who generously took their valuable time to participate in the interviews and provided important information that greatly supported this research.
- 6. To all my dearest friends, thank you for your invaluable support, contribution, and motivation, which have accompanied me in every step of this research process.
- 7. Finally, I would like to express my gratitude to all parties who have provided assistance and support in various forms during the preparation of this thesis, who with all humility I cannot mention one by one.