

DAFTAR TABEL

Tabel 2. 1 Makna Warna.....	38
Tabel 3. 1 Data Produk Koeno Terminal Point.....	47
Tabel 3. 2 Perbandingan Data Usaha	83
Tabel 3. 3 Perbandingan Media Promosi	85
Tabel 3. 4 Perbandingan Desain Terdahulu	86
Tabel 3. 5 Penarikan Kesimpulan	94
Tabel 4. 1 Desain Audit Coffee Shop Koeno Terminal Point.....	106
Tabel 4. 2 Analisis PEST Coffee Shop Koeno Terminal.....	111
Tabel 4. 3 TOWS Matriks Coffee Shop Koeno Terminal Point.....	116
Tabel 4. 4 Porter Generic Strategy Coffee Shop Koeno Terminal Point.....	120
Tabel 4. 5 TOWS Intensive Strategy Coffee Shop Koeno Terminal Point	121
Tabel 4. 6 Konsep Media Coffee Shop Koeno	134