

TABLE OF CONTENT

Abstract.....	i
Abstrak.....	ii
Prologue.....	iii
Table of Content.....	vi
Table of Figure.....	viii
CHAPTER 1 INTRODUCTION.....	1
1.1 Background.....	1
1.2 Research Question.....	4
1.3 Purpose Statement.....	4
1.4 Research Advantage.....	5
1.5 Research Scope.....	5
CHAPTER 2 LITERATURE REVIEW.....	6
2.1 Previous Research.....	6
2.2 Theoretical Basis.....	8
2.3 Research Framework.....	14
2.4 Analysis Model.....	15
CHAPTER 3 RESEARCH METHOD.....	16
3.1 Type of Research.....	16
3.2 Research Object and Research Subject.....	16
3.3 Source of the Data.....	17

	3.4	Data Collection Method.....	17
	3.5	Validity of the Data.....	17
	3.6	Data Analysis Model.....	18
CHAPTER 4		DATA ANALYSIS AND DISCUSSION.....	20
	4.1	Company overview.....	20
	4.2	Analysis of Research Result.....	23
	4.3	Research Discussion.....	32
	4.4	Alternative Solution.....	37
CHAPTER 5		CONCLUSION AND SUGGESTION.....	39
	5.1	Conclusion.....	39
	5.2	Suggestion.....	40
BIBLIOGRAPHY		41
APPENDIX A		A-1
APPENDIX B		B-1
APPENDIX C		C-1
APPENDIX D		D-1
APPENDIX E		E-1
APPENDIX F		F-1
APPENDIX G		G-1
APPENDIX H		H-1
APPENDIX I		I-1
APPENDIX J		J-1
APPENDIX K		K-1

TABLE OF FIGURE

Figure 1.1	Selling Data.....	2
Figure 1.2	Table of Profit.....	3
Figure 2.1	Research Framework.....	14
Figure 2.2	Analysis Model.....	15
Figure 4.1	Logo of BonifoodMakmur.....	20
Figure 4.2	Logo of Kyasaba.....	21

