

PREFACE

Praise God Almighty for His extraordinary blessings, and grace throughout our journeys that we passed, so that our Final Project, a business development plan, entitled “STRATEGIC PLAN OF YU-TORI” can be completed well by the author. This Final Project is carried out to fulfill a part of the academic requirements to obtain a Bachelor of Economics degree in Pelita Harapan University, Tangerang, and provide learning for the author during the preparation process.

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The author realizes that this Final Project report is far from perfect definition and it does not escape the author of all errors and shortcomings. Therefore, criticism and suggestion will be highly expected and useful for the author. Hopefully this Final Project can provide benefits and wisdom for all parties who decide to read.

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Authors

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