SWOT ANALYSIS IN THE MARKETING STRATEGY OF PT KOSOEMA NANDA PUTRA

A THESIS

Presented as Partial Fulfillment of the Requirement to Obtain the Bachelor Degree in Management Dearptment

By

ARRYANTO HENDRATAMA

Student Number : 97311052
Student Registration Number : 970051011302120050

DEPARTMENT OF MANAGEMENT
INTERNATIONAL PROGRAM
FACULTY OF ECONOMICS
ISLAMIC UNIVERSITY OF INDONESIA
YOGYAKARTA
2003