

## PREFACE

Alhamdulillah, praise be to the presence of Allah SWT for all blessings and gifts, so that the researcher can complete the Final Project Proposal entitled "MARKETING STRATEGY FORMULATION ON SELF-OWNED BUSINESS XYZ COMPANY WITH QUANTITATIVE STRATEGIC PLANNING MATRIX (QSPM)". This final project is a journey in the last year of my undergraduate studies at the Industrial Engineering / Information Systems Bachelor Degree Study Program, Faculty of Industrial Engineering, Telkom University.

The completion of this report would not have been possible without the help and support of various parties. Therefore, the researcher expresses his deepest gratitude to:

1. Allah SWT, the almighty God, who with His grace and guidance has provided convenience and patience in completing this thesis,
2. Mr. Meldi Rendra, S.T., M.Eng. and Mrs. Maria Dellarosawati, S.T., M.B.A as supervisors 1 and 2 who always provide knowledge, advice, and also input and provide time to compile and complete this Final Project,
3. Mr. Mualif Wicaksono and Mrs. Rami Zaini as the parents of the researchers who always provided support and motivation during their lectures in the preparation of this Final Project,
4. Mr. Harry Burhan and Mrs. Wiwik Herawati as research in-laws \who always provided support and motivation during the lectures to the preparation of this Final Project,
5. Devi Haryanti and Sheza Qiana Mahira as Wife and Children who have patiently waited and tirelessly provided encouragement and motivation in completing this final project,
6. Mr. Muhammad Emin as the business owner of the XYZ company who has allowed and cooperated in data collection and worked together in building the business,
7. And all parties that I cannot mention one by one because they have helped in completing this report.

The authors are very aware that this task is far from perfect. For this reason, researchers openly accept constructive criticism and suggestions so that this report can be made even better. Researchers hope that this Final Project report can be useful for many people.

Bandung, 05 May 2023

Gilang Prasetyo Wibowo