

## DAFTAR SINGKATAN

<b>Singkatan/Symbol</b>	<b>Deskripsi</b>	<b>Halaman Muncul Pertama</b>
NPV	<i>Net Present Value</i>	25
IRR	<i>Internal Rate of Return</i>	26
MARR	<i>Minimum Attractive Rate of Return</i>	37
MSE	<i>Mean Squared Error</i>	55
ARC	<i>Activity Relationship Chart</i>	75
WACC	<i>Weighted Average Cost of Capital</i>	92
STP	<i>Segmenting, Targeting, Positioning</i>	100