

APPROVAL PAGE

Final Project

INTEGRATED MARKETING COMMUNICATION PROGRAM FORMULATION FOR GREEN TEA CHOCOLATE ARAFA TEA USING BENCHMARKING APPROACH

By

ALAN ARIF DHARMASAPUTRA

1102110204

Has been approved and authorized to follow final task presentation

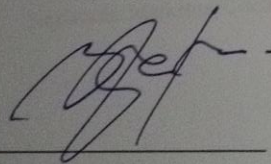
Industrial Engineering Bachelor Program

Fakultas Rekayasa Industri Universitas Telkom

Bandung, June 2015

Approved by

Advisor 1



Dr. Yati Rohayati., Ir.,MT

Advisor 2



Atya Nur Aisha., ST., MT