

## DAFTAR SINGKATAN DAN LAMBANG

| <b>SINGKATAN</b> | <b>Nama</b>  | <b>Pemakaian pertama<br/>kali</b> |
|------------------|--|-----------------------------------|
| AMDK             | air minum dalam kemasan                                  | 1                                 |
| ASPADIN          | Asosiasi Perusahaan Air Minum<br>dalam Kemasan Indonesia | 1                                 |
| SGI              | PT Syahid Global International                           | 3                                 |
| SWOT             | <i>strengths, weaknesses,<br/>opportunities, threats</i> | 4                                 |
| IFAS             | <i>Internal Factors Analysis<br/>Summary</i>             | 29                                |
| EFAS             | External Factors Analysis<br>Summary                     | 27                                |