

## **AFFIRMATION LETTER**

Final project with the title:

**FORMULATION OF MARKETING COMMUNICATIONS  
DESIGN IN MILK CAMELS PRODUCT OF TI  
SUKAMENAK (TS) SMALL AND MEDIUM ENTERPRISE  
USING BENCHMARKING APPROACH**

By:

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Has been approved and authorized at final project presentation  
At Industrial Engineering Study Program for Bachelor Degree  
Faculty of Industrial Engineering, Telkom University

Bandung, July 21<sup>th</sup> 2014

Approved by:

**Supervisor**

(Dr. Ir. Yati Rohayati, MT)