

PREFACE

All praise be to Allah SWT, because without His grace, blessings, and mercy, the writer would not be possible to be where she is right now. The mini thesis titled “Strategic Formulation and Implementation Using IFE & EFE matrixes in PT. LORAID”, written as one of the requirements to achieve a bachelor degree in Telkom University, would not be completed without His permission.

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The writer of this research is fully aware that that this research paper is still far from perfect. Thus, the writer would like to take any criticisms and constructive suggestions in making her next research paper. The writer also hopes that this research paper can be used as reading source, reference, and inspiration to the readers in improving their knowledge regarding formulating and implementing a management business strategy.

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