

**THE ANALYSIS OF SWOT AND IE MATRIX TOWARD
MARKETING STRATEGY PT BUMI MULIA SEED**

THESIS

Proposed as one of the requirements to obtain a Bachelor's Degree
from the International ICT Business Study Program

Arranged by:

Name: Jauza Fauruz Zulfa

NPM: 1401174450



**INTERNATIONAL ICT BUSINESS
FACULTY OF ECONOMICS AND BUSINESS
TELKOM UNIVERSITY**

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