

## DAFTAR ISTILAH

<b>Istilah</b>	<b>Deskripsi</b>	<b>Halaman Pertama Muncul</b>
UMKM	Usaha Mikro Kecil Menengah	1
<i>Engagement</i>	Interaksi antara merek dengan konsumen	7
BMC	<i>Business Model Canvas</i>	9
VPC	<i>Value Proposition Canvas</i>	20
SWOT	<i>Strenghts, Weaknesses, Opportunities, Threats</i>	23
NPV	<i>Net Present Value</i>	28
IRR	<i>Internal Rate Of Return</i>	29
PBP	<i>Payback Periode</i>	30
MARR	<i>Minimum Atractive Rate of Return</i>	50
FAQ	<i>Frequently Asked Question</i>	141