

DAFTAR SIMBOL DAN SINGKATAN

Simbol atau Singkatan	Deskripsi	Halaman Pertama Muncul
STP	<i>Segmenting, Targetting, Positioning</i>	12
NPV	<i>Net Present Value</i>	19
IRR	<i>Internal Rate or Return</i>	19
PBP	<i>Payback Period</i>	19
>	Lebih besar dari	20
<	Kurang dari	20
=	Sama dengan	20
MARR	<i>Minimum Activate Rate of Return</i>	21
MSE	<i>Mean Squared Error</i>	32
SLD	<i>Straight Line Depreciation</i>	76
EBITDA	<i>Earning Before Interest, Taxes, Depreciation, and Amortization</i>	86
EBIT	<i>Earning Before Interest and Taxes</i>	86
EBT	<i>Earning Before Tax</i>	87
EAIT	<i>Earning After Interest and Tax</i>	87
WACC	<i>Weighted Average Cost of Capital</i>	96