

PREFACE

Alhamdulillah, praise and gratitude to Allah SWT because of the abundance of His grace and sustenance, the writer was able to complete the thesis entitled.

“THE EFFECT OF PRODUCT INNOVATION, MARKETING INNOVATION AND PROCESS INNOVATION ON THE PERFORMANCE OF FOOD BUSINESS MSMES IN LENGKONG DISTRICT, BANDUNG CITY, WEST JAVA”

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A handwritten signature in black ink, consisting of a stylized 'M' followed by a horizontal line and a small flourish.

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