

**ANALYSIS OF MARKETING MANAGEMENT
IMPLEMENTED AT CV. ALAS GEMBOL**



UNDERGRADUATE THESIS

Submitted as one of the requirements to complete the Undergraduate Program (S1) of Management Department of The Faculty of Economics dan Business, Diponegoro University

Written by:

Fadli Reza Zulakhfi

ID: 12010117190222

**DEPARTMENT OF MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS**

UNIVERSITY OF DIPONEGORO

SEMARANG

2024