

TABLE OF CONTENTS

TTITLE PAGE.....	i
BACHELOR THESIS APPROVAL	ii
EXAMINATION COMPLETION APPROVAL	iii
STATEMENT OF ORIGINALITY	iv
MOTTO	v
ABSTRACT.....	vi
ABSTRAK.....	vii
ACKNOWLEDGEMENT	viii
TABLE OF CONTENTS	x
LIST OF TABLES	xii
LIST OF FIGURES	xii
LIST OF APPENDIXES.....	xiii
CHAPTER I : INTRODUCTION	1
1.1. Background.....	1
1.2. Problem Description	2
1.3. Research Question	3
1.4. Research Methodology	4
1.5. Research Objective	4
CHAPTER II : LITERATURE REVIEW	5
2.1. Definition of Metaverse.....	5
2.2. Definition of Marketing	6
2.3. Definition of Marketing Channel.....	7
2.4. SWOT Analysis	9
2.5. 4ps Marketing Matrix	11
CHAPTER III : RESEARCH METHOD.....	13
3.1. Research type.....	13
3.2. Sources of Data.....	13
3.3. Method of Collecting Data and Analysis.....	14
CHAPTER IV : DATA ANALYSIS.....	15
4.1. Metaverse as Marketing Channel	15
4.2. XYZ Objective to Add Metaverse as Marketing Channel	18
4.3. XYZ Pharmacy Strengths and Weaknesses	19
4.4. Potential Opportunities and Threats of using metaverse as a marketing channel.....	22
4.5. Metaverse Marketing Strategy Framework for Building XYZ Pharmacy Metaverse Space and Events	25
4.6. KPIs and metrics used in evaluating the effectiveness of awareness of Metaverse space.....	39
4.7. Regulation for advertising medicine in the Netherlands.	43
CHAPTER V : CONCLUSION AND RECOMMENDATION.....	45
5.1 HR & Organisation	52
5.2 Finance.....	54

5.3 Marketing.....	55
REFERENCES.....	58
APPENDIX.....	66

