

**A MARKETING STRATEGY ANALYSIS: MARKET ENTRY
PLAN OF FLOCUS TO INDONESIAN MARKET**



UNDERGRADUATE THESIS

Submitted as one of the requirements to complete the International Undergraduate Degree Program (S1) of Management Department at Faculty of Economics and Business, Diponegoro University

Author:

VALENTINO NEDYA KRESNO AJI
NIM. 12010118190318

FACULTY OF ECONOMICS BUSINESS
UNIVERSITAS DIPONEGORO

SEMARANG

2022