## STRATEGY TO ATTRACT NEW CUSTOMERS A CASE OF PROFESSIONAL PRODUCT HOMEMADE



## 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

Present by:

## ANDREA DESMITA LIUSVIA 12010118190224

## FACULTY OF ECONOMICS AND BUSINESS DIPONEGORO UNIVERSITY SEMARANG

2022