HOW BRANDS INTRODUCE BRAND COLLABORATIONS TO PENETRATE NEW CONSUMER AFFINITIES AND CONNECT WITH COMMUNITIES (STUDY CASE OF XYZ FOOTWEAR EUROPE)



THESIS

Submitted as a partial requirement in complete the Undergraduate Degree (S1) of Management Department of Faculty of Economics and Business Diponegoro University

Arranged by:

CHANDRIKA KANIA AURA ZAHRA 12010119190180

FACULTY OF ECONOMICS DIPONEGORO UNIVERSITY SEMARANG 2023