

**STRATEGIC ANALYSIS AND ONLINE  
MARKETING PLAN FOR MOKANA IN THE  
SPANISH FURNITURE MARKET**



---

**THESIS**

Filed as one of the conditions  
to complete the Bachelor's Program (S1)  
in the Undergraduate Program of the Faculty of Economics  
Diponegoro University

Presented by:

**FAHRIZA ADIBRATA  
NIM. 12010120190114**

**FACULTY OF ECONOMICS AND BUSINESS  
DIPONEGORO UNIVERSITY  
SEMARANG  
2024**