

MARKET ENTRY STRATEGY FOR PT ANDIRA AGRO TBK IN THE NETHERLANDS



UNDERGRADUATE THESIS

Submitted as one of the requirements to complete the Undergraduate
Program (Bachelor's Degree) at the Faculty of Economics and Business,
Diponegoro University

Prepared by:

NAYLA RASYADA PRADANI

12010122190084

DEPARTMENT OF MANAGEMENT IUP

FACULTY OF ECONOMICS AND BUSINESS

DIPONEGORO UNIVERSITY

SEMARANG

2026