TABLE OF CONTENT

TITLES	PAGES
ACKNOWLEGDMENT	i
ABSTRACT	ii
TABLE OF CONTENT	iii
CHAPTER I. INTRODUCTION	1
1.1 Problem Statement	4
1.2 Objective	4
1.3 Methodology	4
CHAPTER II. THEORITICAL FRAME WORK	8
2.1 The Infant Third Label	18
CHAPTER III. OVERVIEW OF GIANT FOOD INC.	24
3.1 Grocery Industry	26
3.2 Market Share	28
3.3 Target Market of Giant Store	32
3.4 The Company Position in SWOT Analisys	32
CHAPTER IV. PRESENTATION OF FINDING	33
4.1 Description of The Respondent	33 -
4.2 consensus of Opinion	34
4.3 Relation Between Income and Brand Attributes	45

TITLES	PAGES
CHAPTER V. CONCLUSION & RECOMENDATION	46
5.1 Conclusion	46
5.2 Recomendation	51
ENDNOTES	
APPENDIX	