

**CONSUMER PERCEPTIONS
OF NATIONAL, PRIVATE AND GENERIC BRANDS
AT GIANT GROCERY STORES**

by

RIZA JAYA AP.

MM Program Universitas Indonusa Esa Unggul, 1998

**Submitted In partial fulfillment of the requirements
for the degree of Magister Manajemen
in the Universitas Indonusa Esa Unggul, Jakarta
March, 1998**

Approved by


Ir. Andi Harlan, MBA

Date: 21/3/98
