

A C K N O W L E D G E M E N T

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In chapter I the writer gives introduction, Authorization of the facts, statement of the problem, and introduce the significance of the problem, assumptions and limitations and methodology using in collecting data.

In chapter II the writer gives some basic outline of theories such as marketing concept, channels of distribution, advertising and promotion, marketing segmentation, targeting and positioning, marketing strategy which are needed to serve as frame work of study and as a reference to fully comprehend the thesis.

In chapter III basically describes the company profile.

A number of concepts of the company related to the topic are mentioned such as company's history (business history and establishment history), human resources (personnel and organization structure) and production line touching the various process in the footwear making.

The marketing aspect local and international are also described in this chapter.

In chapter IV the researcher lays down the analysis of data and describes his findings.

Finally in the last chapter the researcher organized all his finishings in conjunction with the problem and formulated the recommendation.