

PREFACE

This paper is prepared as the final paper of the requirement for the degree of Master of Business Administration.

Many thanks to all participant that helps the writer to realize this thesis, especially to DR. R.M.D. Soetisna MBA and Ir. Son Diamar Phd for being my conselor, Robby D. Basuki who is very much helpful in supporting the data needed, Denny M.R. in helping the technical knowledge of the plastic bag manufacture.

This paper is still far from perfection, any critics to developed the writing of this thesis is very much except.