

Abstract

Student Name : FAIZA KAMILA
Student ID : 17010084
Study Program : BIO ENTREPRENEURSHIP
Thesis Advisor(s) : DR. ELIZABETH FURIOPEREZ. MARYADI, SE.
Topic / Title : Optimization of Traditional Medicine Business in Indonesia

This research examines how one traditional medicine product can be launched and stand out amongst other competitors by analyzing and comparing the data collected from PT. Saraka Mandiri Sejahtera as the host institution. A different company mainly distributes the product produced by the host institution. This research will be analyzing the best factors of commercializing traditional medicine products. The data collected by the host institution can be analyzed in this research, following by other data collection.