

Diana Zuhroh_PENENTUAN HARGA JUAL STRATEJIK TERHADAP PRODUK DENGAN STRATEGI BIAYA RENDAH DAN DIFERENSIASI

by UNMER JURNAL DOSEN

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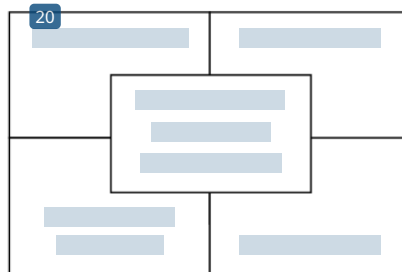
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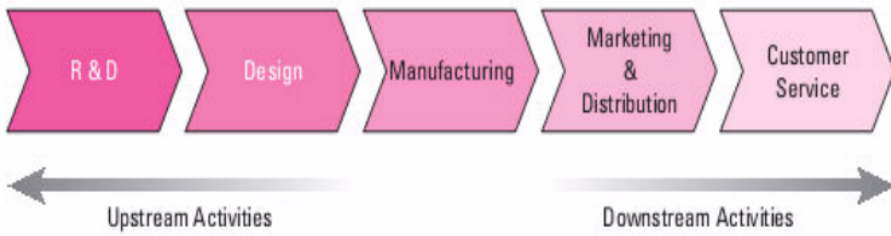
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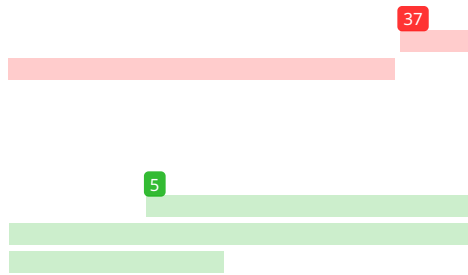
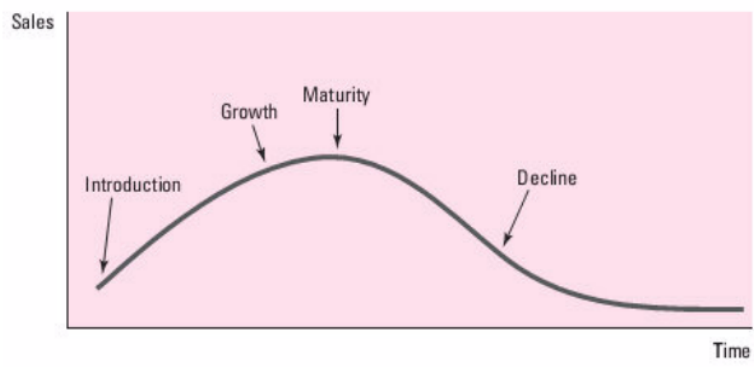
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$$\text{Harga} = \frac{\text{Total Biaya life-cycle}}{(1 - \text{Persentase Margin yang diinginkan})}$$

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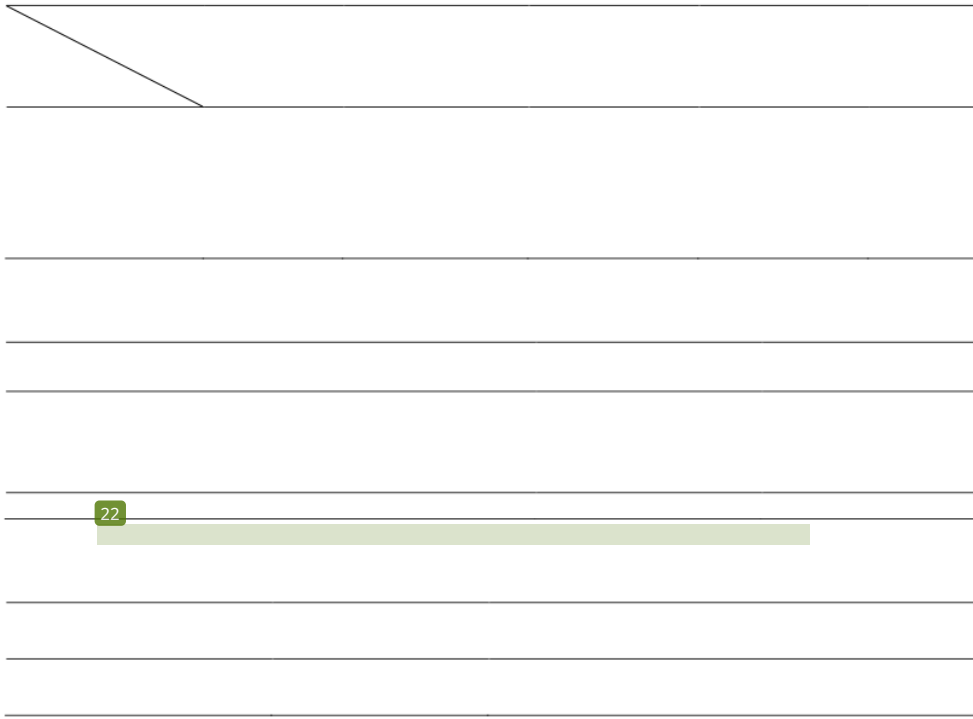
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