

Analisis strategi ekspansi internasional dan budaya korporasi perusahaan Jepang fast retailing (UNIQLO) = Analysis of international expansion strategy and corporate culture of Japanese company fast retailing (UNIQLO)

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Abstrak

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Tesis ini membahas mengenai strategi bisnis, ekspansi internasional serta budaya korporasi perusahaan Jepang Fast Retailing dengan fokus terhadap label UNIQLO. Persaingan yang semakin ketat dalam bidang fashion retailing mengharuskan perusahaan-perusahaan yang bergerak di dalamnya untuk memiliki keunggulan yang membedakan diri mereka dengan kompetitor lain. UNIQLO sebagai pemain dari Jepang memiliki strategi sendiri untuk bisa berkembang ke seluruh dunia.

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ABSTRACT

This thesis discusses the business strategy, international expansion and corporate culture of a Japanese company Fast Retailing, focusing on their UNIQLO label. Increasingly fierce competition in the field of fashion retailing requires companies who engaged in it to have the special quality that distinguish themselves with other competitors. UNIQLO as a player from Japan has its own strategy to expand all over the world.;This thesis discusses the business strategy, international expansion and corporate culture of a Japanese company Fast Retailing, focusing on their UNIQLO label. Increasingly fierce competition in the field of fashion retailing requires companies who engaged in it to have the special quality that distinguish themselves with other competitors. UNIQLO as a player from Japan has its own strategy to expand all over the world.;This thesis discusses the business strategy, international expansion and corporate culture of a Japanese company Fast Retailing, focusing on their UNIQLO label. Increasingly fierce competition in the field of fashion retailing requires companies who engaged in it to have the special quality that distinguish themselves with other competitors. UNIQLO as a player from Japan has its own strategy to expand all over the world.;This thesis discusses the business strategy, international expansion and corporate culture of a Japanese company Fast Retailing, focusing on their UNIQLO label. Increasingly fierce competition in the field of fashion retailing requires companies who engaged in it to have the special quality that distinguish themselves with other competitors. UNIQLO as a player from Japan has its own strategy to expand all over the world.;This thesis discusses the business strategy, international expansion and corporate culture of a Japanese company Fast Retailing, focusing on their UNIQLO label. Increasingly fierce competition in the field of fashion retailing requires companies who engaged in it to have the special quality that distinguish themselves with other competitors. UNIQLO as a player from Japan has its own strategy to expand all over the world.;This thesis discusses the business strategy, international expansion and corporate culture of a Japanese company Fast Retailing, focusing on their UNIQLO label. Increasingly fierce competition in the field of fashion retailing requires companies who engaged in it to have the special quality that distinguish themselves with other competitors. UNIQLO as a player from Japan has its own strategy to expand all over the world.;This thesis discusses the business strategy, international expansion and corporate culture of a Japanese company Fast Retailing, focusing on their UNIQLO label. Increasingly fierce competition in the field of fashion retailing requires companies who engaged in it to have the special quality that distinguish themselves with other competitors. UNIQLO as a player from Japan has its own strategy to expand all over the world., This thesis discusses the business strategy, international expansion and corporate culture of a

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