PREFACE

I would like to express the deepest gratitude especially to the ones that have been a great help throughout the process. This thesis titled **NIGHT SHOPPERS IN THE “OPEN 24 HOURS” SUPERMARKET: A PROFILE AN INDONESIAN STUDY** was prepared for the final requirements of the undergraduate degree on Marketing Major, Bina Nusantara International Program.

The aim of this thesis is to determine the characteristic of the 24 hours night shoppers and to analyze further impact of presence from the 24 hours supermarket in Jakarta.

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