

**RESEARCH ON BRAND CONSTRUCTION AND  
MARKETING OF WAHAHA GROUP IN CHINA**

**THESIS**

**By**

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**UNIVERSITAS PENDIDIKAN GANESHA  
POST GRADUATE PROGRAM  
MAGISTER MANAGEMENT SCIENCE  
SINGARAJA**

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Submitted to

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to Fulfill Partial Requirements

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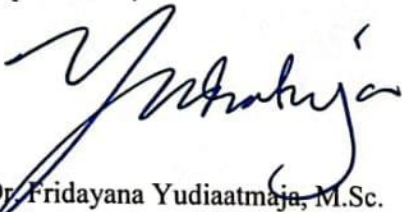


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## STATEMENT SHEET

I declare truly that the thesis I prepared as a requirement for obtaining a Master of Education degree from the Ganesha University of Education Postgraduate Program is entirely my own work. Certain parts in my thesis writing that I quoted from other people's work have been written clearly and in accordance with academic norms, rules and ethics.

If in the future it is discovered that all or part of this thesis is not my own work or that there is plagiarism in certain parts, I am willing to accept the sanction of revocation of the academic title I hold and other sanctions in accordance with the laws and regulations in force in the territory of the Unitary State of the Republic of Indonesia.

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## PREFACE

The author prays praise and gratitude to God Almighty for His grace, so that the thesis entitled: " Research on Brand Construction and Marketing of Wahaha Group in China " can be completed as planned.

This thesis was written to fulfil one of the requirements for obtaining a Master of Management degree at Ganesha Education University in the Management Science Study Program. The completion of this thesis has received a lot of helping hands from various parties. For this reason, allow the author to express his thanks and appreciation to the following parties.

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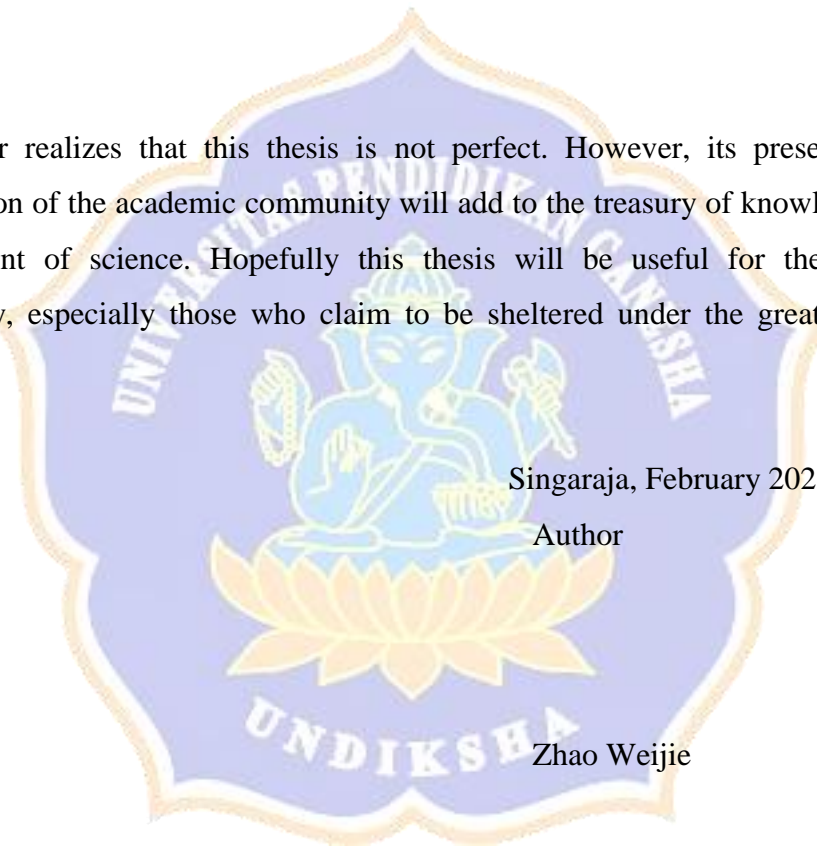
Hopefully, for all the help they have provided in completing this study, they will be blessed with commensurate rewards by God Almighty, health and harmony in living their lives.

The author realizes that this thesis is not perfect. However, its presence in the constellation of the academic community will add to the treasury of knowledge in the development of science. Hopefully this thesis will be useful for the academic community, especially those who claim to be sheltered under the great banner of education.

Singaraja, February 2025

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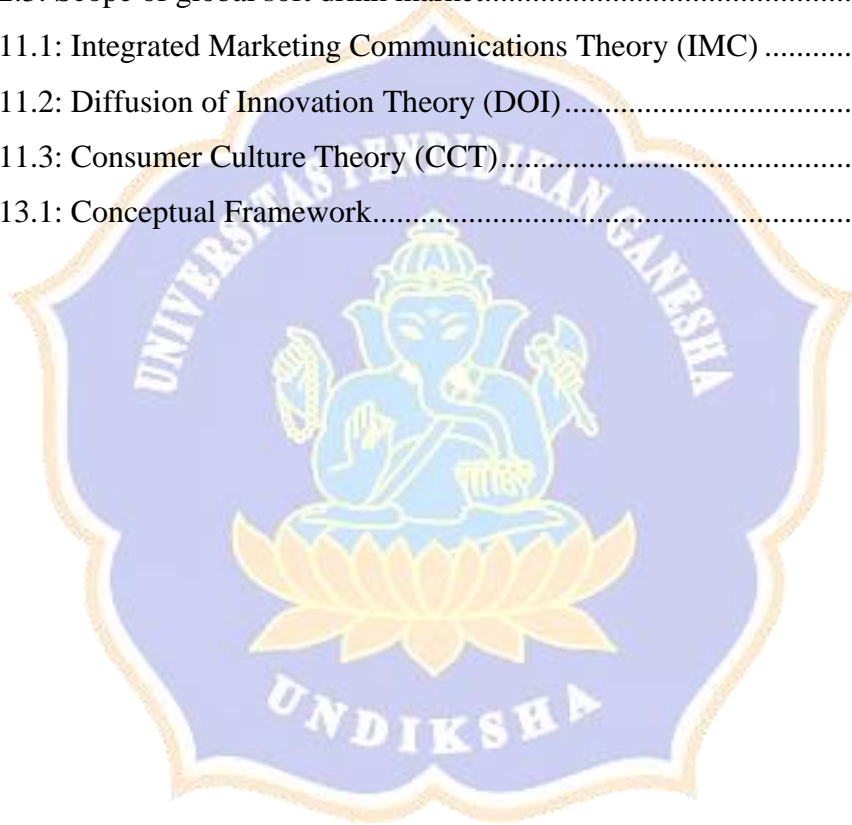
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