

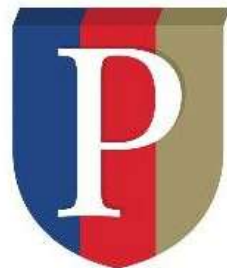
**ADULT CONSUMER PERCEPTION OF LEGO TOY  
COMPANY: BRAND EXPERIENCE AND MARKET  
ANALYSIS**

**THESIS**

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**ENTREPRENEURSHIP STUDY PROGRAM**



**AGUNG PODOMORO UNIVERSITY**

**JAKARTA**

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