

DAFTAR PUSTAKA

Departemen Riset Statista (2025), *Pendapatan pasar wewangian di Indonesia dari tahun 2019 hingga 2030*. Statista.

<https://www.statista.com/forecasts/1214234/indonesia-revenue-fragrance-market>

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.

Porter, M. E. (1980). *Competitive strategy: Techniques for analyzing industries and competitors*. Free Press.

Skystarventures. (2025). Skystarventures. Retrieved from Skystarventures: <https://skystarventures.com>

