



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Upaya Peningkatan Penjualan *offline* dan *online store*
Melalui Promotional Event di Sissae Plaza Senayan**

Thomas Tan Dean

13121910072

Reynard Medson Wijaya

13121910124

**PROGRAM STUDI S1 MANAJEMEN
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2023**

SAMPUL DALAM



**UNIVERSITAS
PRASETIYA MULYA**

Sekolah Bisnis dan Ekonomi

TUGAS AKHIR

Project Improvement

**Efforts to Increase Offline and Online Store Sales
Through Promotional Events at Sissae Plaza Senayan**

Thomas Tan Dean

13121910072

Reynard Medson Wijaya

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**UNDERGRADUATE OF MANAGEMENT PROGRAM
BRANDING CONCENTRATION
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2023**