



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Analisis Meningkatkan Pelanggan Baru melalui Sosial
Media Marketing pada PT. Poli Flower Shop**

Steven Tanoey

13121910145

William Armando Stefanus

13121910129

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



**UNIVERSITAS
PRASETIYA MULYA**

**FINAL PROJECT
PROJECT IMPROVEMENT**

**Analysis of Increasing New Customers Through
Social Media Marketing at PT. Poli Flowers Shop**

Steven Tanoey

William Armando Stefanus

13121910145

13121910129

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