



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Rencana Bisnis Peningkatan User Aktif dan Transaksi di
Kimia Farma Mobile**

Arya Andhika	15152120017
Bintang Muhammad	15152120011
Dimas Adi Pratama	15152120006
Mochamad Zena Dwi A	15152120021
Putri Erivani	15152120012

**PROGRAM STUDI S2 MANAJEMEN
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2023**



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

Business Plan to Increase Active Users and Active Transactions in Kimia Farma Mobile Application

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Bintang Muhammad	15152120011
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**MASTER OF MANAGEMENT PROGRAM
APPLIED BUSINESS ANALYTICS CONCENTRATION
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2023**