



**UNIVERSITAS  
PRASETIYA MULYA**

TUGAS AKHIR

**Pengembangan Brand Awareness Mondial melalui  
Proyek Peningkatan Perceived Quality**

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



**UNIVERSITAS  
PRASETIYA MULYA**  
Sekolah Bisnis dan Ekonomi

FINAL PROJECT  
Project Improvement

**Improvement on Mondial's Brand Awareness  
through Perceived Quality Enhancement**

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