



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Upaya Meningkatkan Jumlah Customer Baru
Toko Citra Mandiri Cikuda melalui Advertising**

Abigail Natasha

13121910045

Jose Samuel Jioe

13121910113

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



**UNIVERSITAS
PRASETIYA MULYA**

**FINAL PROJECT
Project Improvement**

**Efforts to Increase the Number of New Customers
at Toko Citra Mandiri Cikuda through Advertising**

Abigail Natasha 13121910045
Jose Samuel Jioe 13121910113

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