



**UNIVERSITAS  
PRASETIYA MULYA**

**TUGAS AKHIR**

**PENINGKATAN RESPON BUYER DI PT. LANCAR INTI  
MAJU**

Eugene Alexander Djaja

13121910147

Lorenzo

13121910088

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



**UNIVERSITAS  
PRASETIYA MULYA**

FINAL PROJECT  
Project Improvement

**INCREASED BUYER RESPONSE IN PT. LANCAR INTI  
MAJU**

Eugene Alexander Djaja 13121910147  
Lorenzo 13121910088

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