



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

Project Improvement

Upaya Menciptakan *Unique Selling Proposition* Sliced Pizzeria Menggunakan Pendekatan *Brand Activation*.

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PROGRAM STUDI S1 MANAJEMEN

UNIVERSITAS PRASETIYA MULYA

JAKARTA, 2023



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

Project Improvement

**Efforts to Create Sliced Pizzeria's Unique Selling
Proposition Using Brand Activation Approach.**

Deva Ayshia Tatiani Adithi 13121910165

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