



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Upaya Meningkatkan Penjualan La Fellas Cafe
Melalui Penawaran Reservasi Private-room
Dengan Sistem Minimum Spend**

Darvin 13121910041
Greg Gerrald 13121910061

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



**UNIVERSITAS
PRASETIYA MULYA**
Sekolah Bisnis dan Ekonomi

Final Project
Project Improvement

*Efforts to Increase Sales of La Fellas Cafe Through
Private-room Reservation Offers With a Minimum
Spend System*

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