



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

Usaha Meningkatkan *Brand Awareness, Interest, dan Purchase Intention* Calon Customer terhadap Pawmeals

Kharis Satria Mudali

13121910075

Sarah Stefanie

13121910148

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



**UNIVERSITAS
PRASETIYA MULYA**

**FINAL PROJECT
Project Improvement**

**Efforts to Increase Brand Awareness, Interest, and
Purchase Intention of Prospective Customers for
Pawmeals**

Kharis Satria Mudali

13121910075

Sarah Stefanie

13121910148

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