



**UNIVERSITAS  
PRASETIYA MULYA**

**TUGAS AKHIR**

**Strategi Brand Activation Dalam Peningkatan Kesadaran Merek  
dan Penjualan untuk B2C *Market* Nool/Strala the Cafe di Gading**

**Serpong**

Elsa Meriel 13121910095

Muhammad Mirza 13121910064

**PROGRAM STUDI S1 MANAJEMEN**

**UNIVERSITAS PRASETIYA MULYA**

**JAKARTA, 2023**



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**FINAL PROJECT**

**Brand Activation Strategy To Increase *Brand Awareness* and Sales  
For Nool/Strala the Cafe B2C *Market* in Gading Serpong**

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**UNDERGRADUATE MANAGEMENT PROGRAM**

**BRANDING CONCENTRATION**

**UNIVERSITAS PRASETIYA MULYA**

**JAKARTA, 2023**