



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Peningkatan *Traffic* Pembeli Pada Toko *Offline* Venus
Bakery Cabang Harmoni, Bogor**

Amanda Harsha Mudita

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Julia Lestari

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



**UNIVERSITAS
PRASETIYA MULYA**
Sekolah Bisnis dan Ekonomi

**FINAL PROJECT
Project Improvement**

**Increased Buyer Traffic at Venus Bakery Offline
Store, Harmoni Bogor Branch**

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