



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Strategi Manajemen Bisnis *Cafe and Patisserie*
untuk Meningkatkan Kinerja dalam Proses
Pembukaan Outlet Baru**

Dewangga Arieston Zidane

13411910054

Gabrielle Victoria Christiane

13411910026

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

(Project Improvement)

**Cafe and Patisserie Business Management Strategy
to Accelerate the Process of Opening New Outlets**

Dewangga Arieston Zidane

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**UNDERGRADUATE OF TOURISM PROGRAM
HOSPITALITY BUSINESS CONCENTRATION
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2023**