



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

***Analisis Penerapan Revenue Management dalam kegiatan
Sales and Marketing di FOYU Coffee and Gelato terhadap
Peningkatan Revenue***

Ariel Benjamin

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

Project Improvement

**Analysis of the Application of Revenue Management in Sales
and Marketing Activities at FOYU Coffee and Gelato on
Increased Revenue**

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