



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Durabilitas, Fungsionalitas, dan Estetika Sebagai
Proposisi Nilai Utama Bisnis Tas Wanita: Studi
Kasus Merek Stellaire**

Cornelia Sieany	13111910083
Jesslyn Loekita Harsono	13111910351
Nadya Putri Salsabila	13111910369
Nicholas Yavin	13111910010
Sonia Evelyn Sobirin	13111910247

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**Durability, Functionality, and Aesthetics as Key
Value Propositions in the Women's Bag Business: A
Case Study of the Stellaire Brand**

Cornelia Sieany	13111910083
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Sonia Evelyn Sobirin	13111910247

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