



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Analisis Pengembangan Usaha Pakaian Multifungsi
Baju dan *Harness* Anjing Kecil Pawttern On!**

Brigita Zefanya	13111910392
Francist Julian Alexander Tampi	13111910062
Jefferin Handiokho	13111910110
Jesston Yanandy	13111910278
Michael Louis Setiadi	13111910368

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**Business Development Analysis of Pawttern On!'s
Multifunctional Clothing and Harness for Small
Dogs**

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