



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Analisis dan Implementasi Bisnis Minuman Kekinian
“THE LAST DROP”**

Bagas Agung Hartanto	13111910066
Evelyn Nathania Tanuwijaya	13111910210
Irene Sabrina	13111910233
Kezia Taslim	13111910170
Kyle Jonathan	13111910053

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**The Analysis and Implementation of Lifestyle Beverage
Business “THE LAST DROP”**

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