



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Analisis Pengembangan Usaha Outerwear Wanita
“ZOIE”**

Anastasya Kirana Legowo	13111910093
Mia Mellisa Suwanto	13111910364
Millevia Wijaya	13111910357
Monica Liefanny Hadylaw	13111910394
Reinhard Indrawan Putra	13111910090

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**Business Development Analysis of Women's
Outerwear "ZOIE"**

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