



**UNIVERSITAS  
PRASETIYA MULYA**

**TUGAS AKHIR**

**Analisis Peluang dan Perkembangan Bisnis Busana  
Wanita “By Belle”**

Christina Hermawan	13111910238
Evangela Joceline Erifin	13111910071
Mikhail Reinhard Burman	13111910305
Patricia Chandra	13111910150
Yolan	13111910197

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



**UNIVERSITAS  
PRASETIYA MULYA**

**FINAL PROJECT**

**Opportunity Analysis and Business Development of  
Women's Fashion Brand "By Belle"**

Christina Hermawan	13111910238
Evangela Joceline Erifin	13111910071
Mikhail Reinhard Burman	13111910305
Patricia Chandra	13111910150
Yolan	13111910197

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