



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**ANALISIS PELUANG DAN BISNIS ES KRIM
VEGAN “LICK IT GOOD”**

Bragi Ghaniyu Annafi	13111910354
James Palmer	13111910156
Kanz Abdul Jabbar	13111910050
Ryan Dewantara Chandra	13111910260
Ryan Ferdinand	13111910070

**PROGRAM STUDI S1 MANAJEMEN
UNIVERSITAS PRASETIYA MULYA
TAHUN 2023**



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**OPPORTUNITY ANALYSIS AND BUSINESS OF
VEGAN ICE CREAM “LICK IT GOOD”**

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