



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Analisis Pengembangan Usaha Parfum dengan
Merek Oentuk: Perfumery**

Adrian Liuputra	13111910171
Delina Kezia	13111910140
Dinara Safina	13111910268
Jonathan Yohanes	13111910208
Sun Suna Devy Ishvary	13111910452

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**Perfume Business Development Analysis with
Oentuk: Perfumery Brand**

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Delina Kezia	13111910140
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**UNDERGRADUATE OF MANAGEMENT PROGRAM
BUSINESS CONCENTRATION
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2023**