



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Analisis Pengembangan Bisnis *Rice Bowl* Khas
Hawaii Merek “Kailua”**

Abraham Dimas Susanto	13111910345
Caine Andrew Setiono	13111910113
Edmund	13111910029
Jason	13111910241
Samuel Theofilus Faniesin	13111910039

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



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FINAL PROJECT

*Business Brand Development Analysis of Hawaiian
Signature Rice Bowl “Kailua”*

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