



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**ANALISIS PENGEMBANGAN BISNIS
MINUMAN BERKARBONASI DENGAN
MEREK MAJIK SODA**

Christopher Hidajat	13111910036
Joshua Bryan Candra	13111910320
Kezia Maria Nadia Kotambunan	13111910222
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**PROGRAM STUDI S1 MANAJEMEN
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2023**



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**BUSINESS ANALYSIS AND DEVELOPMENT
OF CARBONATED BEVERAGES WITH BRAND
MAJIK SODA**

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