



**UNIVERSITAS  
PRASETIYA MULYA**

**TUGAS AKHIR**

**Analisis Pengembangan Usaha Puding Kustomisasi  
Moru**

Cathleen Joewono	13111910057
Ellena Patricia Wibowo	13111910059
Hioe, Cindy Ellena W.	13111910135
Yemima Tanya Rebecca	13111910121

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



**UNIVERSITAS  
PRASETIYA MULYA**

**FINAL PROJECT**

**Business Development Analysis  
of Moru Customized Pudding**

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Ellena Patricia Wibowo	13111910059
Hioe, Cindy Ellena W.	13111910135
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**UNDERGRADUATE OF MANAGEMENT PROGRAM  
BUSINESS CONCENTRATION  
UNIVERSITAS PRASETIYA MULYA  
JAKARTA, 2023**