



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Analisis Pengembangan Bisnis Minuman Kemasan
Sarang Burung Walet
“Lolo Birdnest”**

Kenji Chilwin	13111910267
Lafayette Lee	13111910084
Michael Tanuwijaya	13111910257
Mikael Axel D S	13111910333
Theng Gilbert Anthony	13111910052

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**Analysis of Packaged Swallow Bird's Nest Drink
Business Development
"Lolo Birdnest"**

Kenji Chilwin	13111910267
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**UNDERGRADUATE OF MANAGEMENT PROGRAM
BUSINESS CONCENTRATION
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2023**