



# UNIVERSITAS PRASETIYA MULYA

## TUGAS AKHIR

### Analisis Peluang dan Pengembangan Bisnis Frozen Smoothies

#### “FOMOO”

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



**UNIVERSITAS  
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**FINAL PROJECT**

*Opportunity Analysis and Business Development of Frozen Smoothies*  
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**UNDERGRADUATE OF MANAGEMENT PROGRAM  
BUSINESS CONCENTRATION  
UNIVERSITAS PRASETIYA MULYA  
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