



**UNIVERSITAS  
PRASETIYA MULYA**

**TUGAS AKHIR**

**Analisis Pengembangan Usaha *Japanese Hamburg*  
Merek Hambagumai**

Andryan Gilbert	13111910292
Aurelius Jonatan	13111910429
Vincent Hernando H.	13111910289
Yohanes Vincent M.	13111910337

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



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**FINAL PROJECT**

**Hambagumai Japanese Hamburg Brand Business  
Development Analysis**

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