



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Analisis Pengembangan Bisnis Camilan
Pendamping Merek Hoi Troops di Jakarta dan
Tangerang Selatan**

Calista Jessenia	13111910175
Ivanna Cynthia Amara	13111910398
Louis Arron Armando	13111910180
Natasya Aldora	13111910476
Nicholas Lenvisky Chandra	13111910182

PROGRAM STUDI S1 MANAJEMEN

UNIVERSITAS PRASETIYA MULYA

JAKARTA, 2023



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**Business Development Analysis of Hoi Troops
Companion Snack in Jakarta and South Tangerang**

Calista Jessenia	13111910175
Ivanna Cynthia Amara	13111910398
Louis Arron Armando	13111910180
Natasya Aldora	13111910476
Nicholas Lenvisky Chandra	13111910182

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