



**UNIVERSITAS  
PRASETIYA MULYA**

**TUGAS AKHIR**

**Meningkatkan Perceived Quality Oriskin Melalui  
Perbaikan Brand Guideline**

Andrean Chiandra 13121910116

Stanley Franco 13121910055

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



**UNIVERSITAS  
PRASETIYA MULYA**

**FINAL PROJECT**

**Project Improvement**

**Improving Oriskin's Perceived Quality Through  
Developing Brand Guideline**

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