



**UNIVERSITAS  
PRASETIYA MULYA**

**TUGAS AKHIR**

**Menangkap peluang pasar makanan ringan di  
Indonesia untuk CV Sedap Wangi dengan konsep  
market development melalui pemasaran media sosial**

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



**UNIVERSITAS  
PRASETIYA MULYA**

FINAL PROJECT  
Project Improvement

**Capture market opportunities for snacks in Indonesia  
for CV Sedap Wangi with the concept of market  
development through social media marketing**

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**UNDERGRADUATE OF MANAGEMENT PROGRAM**

**BRANDING CONCENTRATION**

**UNIVERSITAS PRASETIYA MULYA**

**JAKARTA, 2023**