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TUGAS AKHIR

**Model Bisnis Aliansi Strategis dengan Infrastruktur Data
Berbasis Blockchain untuk Mempercepat Ekspansi Bisnis di
Perusahaan E-Groceries Indonesia**

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**PROGRAM STUDI MAGISTER MANAJEMEN
KONSENTRASI ANALITIK BISNIS TERAPAN
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**Strategic Alliance Business Model Using
Blockchain-Empowered Infrastructure for Accelerating
Business Expansion in Indonesian E-Groceries Company**

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**MASTER OF MANAGEMENT PROGRAM
APPLIED BUSINESS ANALYTICS CONCENTRATION
UNIVERSITAS PRASETIYA MULYA
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