



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

Strategi Penetapan Harga *Multichannel* Pada Industri Kosmetik Indonesia (Studi Kasus : Rosé All Day Cosmetics)

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**PROGRAM STUDI S1 AKUNTANSI
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**Multichannel Pricing Strategy In Indonesia's Industry (Case
Study : Rosé All Day Cosmetics)**

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**UNDERGRADUATE OF ACCOUNTING PROGRAM
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**