



UNIVERSITAS  
**PRASETIYA MULYA**

**TUGAS AKHIR**

**Meningkatkan Penjualan Nappa Milano melalui  
Penerapan Strategi *Sales Promotion* di *Offline Store***

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



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**FINAL PROJECT  
Project Improvement**

**Increasing Sales of Nappa Milano through The  
Implementation of Sales Promotion Strategy in  
Offline Store**

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