



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Penguatan *Brand Recognition* LaMunai Records:
Project Improvement Pada LaMunai Records**

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





**UNIVERSITAS
PRASETIYA MULYA**

**FINAL PROJECT
PROJECT IMPROVEMENT**

**Strengthening Brand Recognition of LaMunai Records:
Project Improvement at LaMunai Records**

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**CONCENTRATION IN BRANDING
STUDY PROGRAM S1 MANAGEMENT
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**