



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Meningkatkan Acquisition Rate di Kafe Langit Seduh
Rooftop Jakarta Melalui Optimalisasi Brand
Experience**

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

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FINAL PROJECT

Project Improvement

**Improving Acquisition Rate at Langit Seduh Rooftop Café
Jakarta Through Brand Experience Optimization**

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