



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**“Peningkatan *Brand awareness* Nashua Nusantara
Melalui Optimalisasi *Inbound marketing*”**

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Fadly Maulana Alviansyah

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



**UNIVERSITAS
PRASETIYA MULYA**

**FINAL PROJECT
Project Improvement**

**“Increasing the *Brand Awareness* of Nashua
Nusantara Through *Inbound Marketing
Optimization*”**

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