



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Pengembangan Program Trade In
Dalam Meningkatkan Penjualan di
Lexus Mampang Gallery**

Aurelio Ahmad Reyhan
Nicholas Justin Tjahyadi

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





**UNIVERSITAS
PRASETIYA MULYA**

Sekolah Bisnis dan Ekonomi

FINAL PROJECT

Project Improvement

**Development Of The Trade In Program
To Increase Sales
At The Lexus Mampang Gallery**

Aurelio Ahmad Reyhan

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Nicholas Justin Tjahyadi

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