



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Upaya Peningkatan Transaksi terhadap brand
Booyah melalui Product Line Extension**

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





**UNIVERSITAS
PRASETIYA MULYA**
Sekolah Bisnis dan Ekonomi

FINAL PROJECT
Project Improvement

**Efforts to Increase Transaction of the Booyah
brand through Product Line Extension**

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