



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Peningkatan *Brand Awareness* terhadap Ayam Kremes
Bu Tjondro Cabang Gading Serpong kepada
Mahasiswa dengan Strategi *Tenant Bazaar***

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





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**FINAL PROJECT
Project Improvement**

**Increasing Brand Awareness of Ayam Kremes Bu
Tjondro Gading Serpong Branch to Students with
Tenant Bazaar Strategy**

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