



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**“Peningkatan *Product Awareness* Pada Produk Utama
Madmilk Japanese Milk Buns”**

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





**UNIVERSITAS
PRASETIYA MULYA**
Sekolah Bisnis dan Ekonomi

**FINAL PROJECT
Project Improvement**

**"Improving Product Awareness of Madmilk's Main
Product Japanese Milk Buns"**

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