



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Analisis Peluang dan Implementasi Pengembangan
Bisnis Kuliner Meksiko “BirriaLoca”**

Christina Alexis Theuran	13112010174
Frandi	13112010144
Raffael Geraldo Setiawan	13112010413
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**PROGRAM STUDI S1 MANAJEMEN
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**Analysis of Opportunities and Implementation of
Mexican Culinary Business Development
“BirriaLoca”**

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**UNDERGRADUATE OF MANAGEMENT PROGRAM
BUSINESS CONCENTRATION
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**