



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Analisis Pasar dan Strategi Bisnis Makanan
Melalui Proses Pengasapan Daging yang Inovatif**

Andreas Suwandi	13112010491
David Christian	13112010019
Gideon Maxwell Tando	13112010409
Marcello Yosa Sunandar	13112010456
Victor Adyansa	13112010253

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**Market Analysis and Business Strategy for
Innovative Meat Smoking Processes**

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David Christian	13112010019
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**UNDERGRADUATE OF MANAGEMENT PROGRAM
BUSINESS CONCENTRATION
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**