



**UNIVERSITAS  
PRASETIYA MULYA**

**TUGAS AKHIR**

**Analisis Peluang dan Realisasi Bisnis Camilan  
Pisang Usaha “Pisang Cuy!”**

Angelica Jennifer Lesmana	13112010537
Isaac Richard Thijs Kevin Roosjen	13112010168
Jeanet Laurent	13112010334
Nicholas Gary Nathan	13112010117
Samuel Phoeng	13112010322

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



**UNIVERSITAS  
PRASETIYA MULYA**

**FINAL PROJECT**

**Analysis of Opportunities and Realization of the  
Banana Snack Business "Pisang Cuy!"**

Angelica Jennifer Lesmana	13112010537
Isaac Richard Thijs Kevin Roosjen	13112010168
Jeanet Laurent	13112010334
Nicholas Gary Nathan	13112010117
Samuel Phoeng	13112010322

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