



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Meningkatkan *Brand Awareness* Kantine Straat
melalui Pengembangan *Brand Association***

Brandon Seviano 13121910012
Wira Satya Virananda 13121910126

**PROGRAM STUDI S1 MANAJEMEN
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2023**



UNIVERSITAS
PRASETIYA MULYA

FINAL PROJECT

*Increasing Brand Awareness of Kantine Straat
through the Development of Brand Association*

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**UNDERGRADUATE OF MANAGEMENT
PROGRAM BRANDING CONCENTRATION
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2023**