



**UNIVERSITAS  
PRASETIYA MULYA**

**TUGAS AKHIR**

**Analisis Peluang Bisnis Selai *Homemade* Dengan  
Merek Olésan**

Abdul Khairul Rafiq 13112010371

Christopher Austin Hartono 13112010327

Finco Arore Sumbayak 13112010354

Nathanael Tristan 13112010136

Victoria Liv Poerwantoro 13112010068

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



**UNIVERSITAS  
PRASETIYA MULYA**

**FINAL PROJECT**

**Business Opportunity Analysis of Olésan –  
Homemade Jam**

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