



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Analisis Kinerja dan Pengembangan Usaha
Taichan berkonsep Rice Box ‘Sasimo’ dalam
Persaingan Pasar Makanan di Kawasan Tangerang
Selatan**

Enrico Faustine	13112010309
Monika Permatasari	13112010471
Nathanael Amadeus	13112010184
Nicky Arvando	13112010333
Renie Cen	13112010374

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**Performance Analysis and Business Development
of Taichan with a Rice Box Concept 'Sasimo' in the
Food Market Competition in South Tangerang
Area**

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