



**UNIVERSITAS  
PRASETIYA MULYA**

**TUGAS AKHIR**

**Analisis Pengembangan Bisnis Street Food  
dengan Merek : Golden Bing**

Albert Christoval Hiero	13112010065
Axel Alexander Murjadi	13112010260
Chrisanti Anggita Putri	13112010114
Felicia Irawati Hermanto	13112010071
Wulianto Dharma	13112010405

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



**UNIVERSITAS  
PRASETIYA MULYA**

**FINAL PROJECT**

**Business Development Analysis of Street Food  
with the Brand: Golden Bing**

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