



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Analisis Perencanaan dan Pengembangan Bisnis
Soft Cookies di Kota Klaten, Jawa Tengah dengan
Merek BakeStory**

Bernita Nicola Saputra	13112010171
Kristy Indira Tulus	13112010012
Maheswari Azaria Damar	13112010515
Sherry Gusfam Handoko	13112010088

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**Soft Cookies Business Planning and Development
Analysis of BakeStory in Klaten City, Central Java**

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