



**UNIVERSITAS  
PRASETIYA MULYA**

**TUGAS AKHIR**

**Analisis Perencanaan dan Implementasi Usaha  
Makanan Soft Cookies dengan Merek Cooreal**

Anthony Alden	13112010054
Kevin Riady	13112010228
Stephanie Dyah Ayu Laksmi	13112010275
Stevie Chendra	13112010167

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



**UNIVERSITAS  
PRASETIYA MULYA**

**FINAL PROJECT**

**Analysis of Planning and Implementation of Soft  
Cookies Business Under the Cooreal Brand**

Anthony Alden	13112010054
Kevin Riady	13112010228
Stephanie Dyah Ayu Laksmi	13112010275
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**UNDERGRADUATE OF MANAGEMENT PROGRAM  
BUSINESS CONCENTRATION  
UNIVERSITAS PRASETIYA MULYA  
JAKARTA, 2024**