



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Analisis Pengembangan Bisnis Parfum
dengan Merek ODDINARY LAB**

Edwin Kurniawan Agung	13112010063
Nathasia	13112010344
Regina Aurelia	13112010468
Sharon Akira	13112010013
Tjan, Anthony William	13112010188

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**Perfume Business Development Analysis
with ODDINARY LAB Brand**

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