



**UNIVERSITAS
PRASETIYA MULYA**

Tugas Akhir

**Analisis Pengembangan Bisnis Parfum dengan
Merek Catalyst**

Angeli Hendri Chan	13112010346
Dominikus Savio Novendra G.	13112010450
Mohamad Sulthan Algamar	13112010417
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**PROGRAM STUDI S1 MANAJEMEN
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**



**UNIVERSITAS
PRASETIYA MULYA**

Final Project

**Analysis of Perfume Business Development with
Catalyst Brand**

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