



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Analisa Kelayakan Pembentukan
Model Bisnis Minuman Smoothie Instan
“Sefroot”**

Chaska Keane Doku 13111910027

Fillberto Canvin Santana 13111910108

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**PROGRAM STUDI S1 MANAJEMEN
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2023**



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**Feasibility Analysis of Establishing
Instant Smoothie Drink "Sefroot"
Business Model**

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**UNDERGRADUATE OF MANAGEMENT PROGRAM
BUSINESS CONCENTRATION
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2023**