



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**ANALISIS PENGEMBANGAN BISNIS
MINUMAN SODA BUTTERSCOTCH DENGAN
MEREK BUTTER UP**

Jason Ardian Hartanto	13111910344
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**PROGRAM STUDI S1 MANAJEMEN
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**BUSINESS ANALYSIS AND DEVELOPMENT
OF BUTTERSCOTCH SODA DRINKS WITH
BRAND BUTTER UP**

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