



UNIVERSITAS  
**PRASETIYA MULYA**

TUGAS AKHIR

**Analisis Pengembangan Usaha Produk Kosmetik  
Bibir “Melting Balm” HOPE BEAUTY**

Adriel Sebastian	13112010051
Alya Rahmania	13112010373
Phoebe Valentina	13112010457
Sendi Satria	13112010287
Tasya	13112010251

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



**UNIVERSITAS  
PRASETIYA MULYA**

**FINAL PROJECT**

**Business Development Analysis For HOPE  
BEAUTY “Melting Balm” Lip Cosmetic Product**

Adriel Sebastian	13112010051
Alya Rahmania	13112010373
Phoebe Valentina	13112010457
Sendi Satria	13112010287
Tasya	13112010251

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