



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Strategi Pengembangan Produk Kosmetik
Light Sun Mist dari Elated Skin**

Anngelyne (13112010108)
Devinda (13112010067)
Edwin Matthew Utama (13112010423)
Farizka Diva Riyani (13112010452)
Varrel Henri Susanto (13112010396)

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**Cosmetics Product Development Strategy for
Light Sun Mist by Elated Skin**

Anngelyne (13112010108)

Devinda (13112010067)

Edwin Matthew Utama (13112010423)

Farizka Diva Riyani (13112010452)

Varrel Henri Susanto (13112010396)

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