



**UNIVERSITAS  
PRASETIYA MULYA**

**TUGAS AKHIR**

**Analisis Pengembangan Usaha Produk Pelembab  
Bibir Berwarna dengan Inovasi Formula Bermerk**

**AURA**

Ardhika Prayna Atmaja	13112010414
Clement Jonathan	13112010166
Nicholas Morello	13112010086
Silvia Liangelin	13112010382
Tiara Prasetyo	13112010109

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



**UNIVERSITAS  
PRASETIYA MULYA**

**FINAL PROJECT**

**Development Analysis of The Tinted Lip Balm  
Product Business with Formula Innovation of  
AURA**

Ardhika Prayna Atmaja	13112010414
Clement Jonathan	13112010166
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**UNDERGRADUATE OF MANAGEMENT PROGRAM  
BUSINESS CONCENTRATION  
UNIVERSITAS PRASETIYA MULYA  
JAKARTA, 2024**