



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Analisis Potensi Produk *Scalp Scrub* di Industri
Kecantikan dengan Merek SKRB's**

Aurelia Velika	13112010272
Calista Maharani	13112010451
Kelvin Muljana	13112010361
Theodore Marcel Handrianto	13112010036
Trixie Divani	13112010159

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**Scalp Scrub Product Potential in the Beauty
Industry with SKRB's Brand**

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**UNDERGRADUATE OF MANAGEMENT PROGRAM
BUSINESS CONCENTRATION
UNIVERSITAS PRASETIYA MULYA
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