



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

Analisis Peluang dan Pengembangan Usaha Coffee Shop Merek Panggilan Kopi

Nicholas Jason Liuwandi	13112010458
Stanley Soen	13112010447
Vincent Zeus Chowardy	13112010131

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**Analysis of Opportunities and Business
Development of a Coffee Shop Brand Panggilan
Kopi**

Nicholas Jason Liuwandi	13112010458
Stanley Soen	13112010447
Vincent Zeus Chowardy	13112010131

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