



**UNIVERSITAS  
PRASETIYA MULYA**

**TUGAS AKHIR**

**Analisis Perencanaan dan Pengembangan Usaha  
Produk Pewarna Bibir LYPS**

Angel Komaroputra	13112010126
Emmanuel Wisnu Prayoga	13112010024
Irawan Kurnia	13112010098
Sheren Venessa	13112010496

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



**UNIVERSITAS  
PRASETIYA MULYA**

**FINAL PROJECT**

**Analysis of Business Planning and Development for  
LYPS Lip Color Products**

Angel Komaroputra	13112010126
Emmanuel Wisnu Prayoga	13112010024
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**UNDERGRADUATE OF MANAGEMENT PROGRAM  
BUSINESS CONCENTRATION  
UNIVERSITAS PRASETIYA MULYA  
JAKARTA, 2024**