



**UNIVERSITAS  
PRASETIYA MULYA**

**TUGAS AKHIR**

**Analisis Potensi Pasar dan Strategi Penetrasi untuk  
Dessert Sago dalam Industri Food and Beverage**

|                        |             |
|------------------------|-------------|
| Fanetta Shanika Djafar | 13112010158 |
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**PROGRAM STUDI S1 MANAJEMEN  
UNIVERSITAS PRASETIYA MULYA  
JAKARTA, 2024**



**UNIVERSITAS  
PRASETIYA MULYA**

**FINAL PROJECT**

**Market Potential Analysis and Penetration Strategy for  
Sago Desserts in the Food and Beverage Industry**

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