



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Perencanaan dan Pengembangan Bisnis
Frozen Dessert Sehat dengan Merek Leanscoops**

Angelita Cung	13112010186
Brian Johnatan	13112010161
Jose Kwayera	13112010498
Kenzie Tanaka	13112010319
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**PROGRAM STUDI S1 MANAJEMEN
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

*Planning and Development of a Healthy
Frozen Dessert Business with the Leanscoops Brand*

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