



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Analisis Peluang dan Pengembangan Bisnis Dessert
“Es Jelly Legend”**

Amabel Angel Louis	13112010220
Alifito Ananta Caesariva	13112010509
Clarissa Mitzi Limanjaya	13112010073
Valerie Jane Lauw	13112010043
Vanessa Sharon Theophilus	13112010487

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**Analysis of Opportunities and Business
Development of "Es Jelly Legend"**

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