



**UNIVERSITAS  
PRASETIYA MULYA**

**TUGAS AKHIR**

**Strategi Membangun Bisnis Hadiah Korporat  
Berkelanjutan: Pengembangan Konsep dan  
Implementasi Praktis**

Jessica Putri	13112010453
Leonardo	13112010296
Marco Mario	13112010080
Nicholas Allarick Sanjaya	13112010274

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



**UNIVERSITAS  
PRASETIYA MULYA**

**FINAL PROJECT**

**Strategy for Building a Sustainable Corporate Gift  
Business: Concept Development and Practical  
Implementation**

Jessica Putri	13112010453
Leonardo	13112010296
Marco Mario	13112010080
Nicholas Allarick Sanjaya	13112010274

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