



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Potensi Kelayakan Bisnis
Milkshakes Plant Based Ready to Drink
di Kalangan Generasi Z dan Milenial**

Charissa Elizabeth	13112010247
Laras Wuriana Wahyuningtyas	13112010526
Rafael Yehezkiel	13112010337
Victoria Evita	13112010099
Viona Livionita	13112010490

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**Business Feasibility Studies
of Plant Based Ready to Drink Milkshakes
Among Generation Z and Millenials**

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