



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**ANALISA PELUANG DAN PERKEMBANGAN
USAHA MINUMAN MOCKTAIL KEMASAN**

MOKKU

Angelica Andrea	13112010001
Christopher Brian Wongso	13112010075
Darren Tanaka	13112010110
Gabrielle Budiman	13112010122
Louis Anderson	13112010224

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**MOKKU: THE ANALYSIS OF OPPORTUNITIES
AND DEVELOPMENT OF PACKAGED
MOCKTAIL BUSINESS**

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