



**UNIVERSITAS  
PRASETIYA MULYA**

**TUGAS AKHIR**

**Analisis Perencanaan dan Pengembangan Usaha  
*Dessert* dengan Merek "Yòng Xīn (用心)"  
di Wilayah Tangerang Raya**

Clarisa	13112010310
Humberto Brian Buntoro	13112010521
Jayvius	13112010103
Jennifer Cahyadi	13112010207
Kristina	13112010059

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



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**FINAL PROJECT**

**Analysis of Planning and Development of a Dessert  
Business with the Brand “Yòng Xīn (用心)”  
in Tangerang Raya**

Clarisa	13112010310
Humberto Brian Buntoro	13112010521
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**UNDERGRADUATE OF MANAGEMENT PROGRAM**

**BUSINESS CONCENTRATION**

**UNIVERSITAS PRASETIYA MULYA**

**JAKARTA, 2024**