



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**DIMINOOM, Analisis Peluang Bisnis Minuman
Susu dan Teh dengan Signature Drink Serabi**

Grace Ardelia Nallini	13112010193
Jennifer Jesslynlee	13112010363
Jonathan Benedictus L	13112010133
Kesya Giovanna	13112010002
William Eduardo	13112010021

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**DIMINOOM, Business Opportunity Analysis of
Milk and Tea Drinks with Serabi Signature Drink**

Grace Ardelia Nallini	13112010193
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**UNDERGRADUATE OF MANAGEMENT PROGRAM
BUSINESS CONCENTRATION
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**