



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**ANALISIS PELUANG DAN PENGEMBANGAN
BISNIS MINUMAN KECANTIKAN
MENGANDUNG KOLAGEN DENGAN MERK
“Mori Mori”**

Albertus	13112010420
Michael Tannudjaya	13112010459
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**PROGRAM STUDI S1 MANAJEMEN
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**ANALYSIS OF OPPORTUNITIES AND
BUSINESS DEVELOPMENT FOR BEAUTY
DRINKS CONTAINING COLLAGEN UNDER
THE BRAND NAMED "Mori Mori"**

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