



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

Analisis Pengembangan Usaha Parfum THE LUNA

Felicia	13112010273
Ferdinan Hadinata	13112010539
Venesia Utami	13112010276
Viona	13112010107
Wiwid Wignyo Harsoyo	13112010385

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**Analysis of THE LUNA Perfume Business
Development**

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