



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Membangun Positioning Adara Coffee Bintaro
melalui Strategi Brand Activation**

Josianne Genischa Simatupang
Muhamad Rasyad Athala

13121910046
13121910153

**PROGRAM STUDI S1 MANAJEMEN
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2023**



**UNIVERSITAS
PRASETIYA MULYA**

**FINAL PROJECT
Project Improvement**

**Building Adara Coffee Bintaro's
Positioning through Brand Activation Strategy**

Josianne Genischa Simatupang
Muhamad Rasyad Athala

13121910046
13121910153

**UNDERGRADUATE OF MANAGEMENT PROGRAM
BRANDING CONCENTRATION
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2023**