



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Analisis Pengembangan Usaha Fesyen
Tara Produk Pakaian Kombinasi Kain
Tradisional Indonesia**

Barry Indra Wijaya	13112010383
Cornelius Christopher Erianto	13112010359
Sharon Patricia	13112010096
Vania Amelinda	13112010026
Yosefa Pavita Luciana	13112010172

PROGRAM STUDI S1 MANAJEMEN

UNIVERSITAS PRASETIYA MULYA

JAKARTA, 2024



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**The Analysis of Tara's Fashion Business
Growth in Clothes Incorporating Indonesia's
Traditional Textile**

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**UNDERGRADUATE OF MANAGEMENT PROGRAM
BUSINESS CONCENTRATION
UNIVERSITAS PRASETIYA MULYA**

JAKARTA, 2024