



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Analisis Pengembangan Usaha Fesyen Athleisure
Wanita Bermerek Half Court**

Albert Pranoto	13112010470
Caroline Gemma Tjong	13112010281
Devina Otaria	13112010106
Hans Christopher Widjaja	13112010407
William	13112010123

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



**UNIVERSITAS
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FINAL PROJECT

**Half Court Women's Fashion Athleisure Brand
Business Development Analysis**

Albert Pranoto	13112010470
Caroline Gemma Tjong	13112010281
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**UNDERGRADUATE OF MANAGEMENT PROGRAM
BUSINESS CONCENTRATION
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**