



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Analisis dan Implementasi Pengembangan Bisnis
*Lingerie “KIVA”***

Kelsey Florensia	13112010135
Matthew Sebastian Lukman	13112010415
Melda Anggie	13112010116
Priscilla Tracy	13112010076
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PROGRAM STUDI S1 MANAJEMEN

UNIVERSITAS PRASETIYA MULYA

JAKARTA, 2024



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**Analysis and Implementation of Lingerie Business
“KIVA”**

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UNDERGRADUATE OF MANAGEMENT PROGRAM

BUSINESS CONCENTRATION

UNIVERSITAS PRASETIYA MULYA

JAKARTA, 2024