



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**ANALISIS PENGEMBANGAN USAHA
PAKAIAN ANAK LAKI LAKI DENGAN UNSUR
EDUKASI MEREK NUCELUX**

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**ANALYSIS OF BUSINESS DEVELOPMENT
FOR NUCELUX BOYS' CLOTHING WITH
EDUCATIONAL ELEMENTS**

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