



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**ANALISIS PELUANG USAHA TAS WANITA
MOTIF JEANS DI JABODETABEK: KHIATA
BAG**

Freddie Tan	13112010115
Gusti Ayu Anindya Trisnani	13112010357
Jason Anthony Herwindra	13112010294
Khansa Krisna Putri	13112010518
Nathania Hermanto	13112010045

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**ANALYSIS OF BUSINESS OPPORTUNITIES
FOR WOMEN'S BAGS WITH JEANS MOTIFS
IN JABODETABEK:
KHIATA BAG**

Freddie Tan	13112010115
Gusti Ayu Anindya Trisnani	13112010357
Jason Anthony Herwindra	13112010294
Khansa Krisna Putri	13112010518
Nathania Hermanto	13112010045

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