



**UNIVERSITAS  
PRASETIYA MULYA**

**TUGAS AKHIR**

**Analisis Peluang dan Pengembangan Usaha Lini  
Pakaian “MANEKO”**

Bianca Isabelle Edward	13112010241
Jane Beatrice Tandililing	13112010129
Langit Biru Huda Romero	13112010277
Nicholas Benedict Oka	13112010400
Sheren Angelia Sudiro	13112010194

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



**UNIVERSITAS  
PRASETIYA MULYA**

**FINAL PROJECT**

**Analysis of Apparels Business Opportunity and  
Development "MANEKO"**

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