



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

Strategi Pengembangan Bisnis AMAR dalam Industri Fashion Smart Casual Wanita untuk Mencapai Keunggulan Bersaing

Audrey Tjiawidjaja	13112010446
Cyrilla Latif	13112010391
Jonathan Olivier	13112010355
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**PROGRAM STUDI S1 MANAJEMEN
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**



**UNIVERSITAS
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FINAL PROJECT

**Business Development Strategy of AMAR in
Women's Smart Casual Fashion Industry to
Achieve Competitive Advantage**

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