



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Strategi Pengembangan Bisnis Fesyen Lokal:
Studi Kasus Merek Solace**

Denny Prabowo	13112010475
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**PROGRAM STUDI MANAJEMEN
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**



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FINAL PROJECT

**Local Fashion Business Development Strategy:
Solace Brand Case Study**

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