



**UNIVERSITAS  
PRASETIYA MULYA**

**TUGAS AKHIR**

**Analisis Pengembangan Usaha Fashion  
“Roots and Style”**

Alexander Juan Wong	13112010250
Georgia Clarissa Budiman	13112010046
Joseline Nathania Winata	13112010041
Nethania Chang You Yin	13112010038
Valensia Wulansari	13112010269

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



**UNIVERSITAS  
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**FINAL PROJECT**

**Analysis of Fashion Business Development  
“Roots and Style”**

Alexander Juan Wong	13112010250
Georgia Clarissa Budiman	13112010046
Joseline Nathania Winata	13112010041
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**UNDERGRADUATE OF MANAGEMENT PROGRAM  
BUSINESS CONCENTRATION  
UNIVERSITAS PRASETIYA MULYA  
JAKARTA, 2024**