



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Analisis Kelayakan dan Pengembangan Bisnis
Produk *Athletic Leisure South Par***

Bintang Ario Seno	13112010256
Muhammad Azka Rosyadi	13112010050
Muhammad Dafa	13112010495
Muhammad Kelvin Fauzy	13112010544
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PROGRAM STUDI S1 BISNIS MANAJEMEN

UNIVERSITAS PRASETIYA MULYA

JAKARTA, TAHUN 2024



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**Feasibility Study and Business Development of
South Par's Athletic Leisure Products**

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