



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Analisis Pengembangan Bisnis *Instant Oatmeal Cup*
Merek “The Good Co.”**

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|-----------------------------|-------------|
| Aditya Alberthus Chrisnanda | 13112010229 |
| Cynthia Hugo | 13112010343 |
| Ferdy | 13112010395 |
| Grace Ashley Tanoto | 13112010132 |

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**Business Development Analysis of Instant Oatmeal
Cup “The Good Co.”**

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|-----------------------------|-------------|
| Aditya Alberthus Chrisnanda | 13112010229 |
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**UNDERGRADUATE OF MANAGEMENT PROGRAM
BUSINESS CONCENTRATION
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**