



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Analisis Pengembangan Produk Kuliner Claypot
Dengan Merek “Cooking Claypot” di Kota Tangerang**

Anggie Limtomi	13112010127
Darryl Giovanni W	13112010341
Marcella Yuna	13112010111
Tiffany Christian	13112010062
Tjioe, Adriel Hendy	13112010052

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



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FINAL PROJECT

**Analysis of Culinary Claypot Product Development with
Brand "Cooking Claypot" in Tangerang City**

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