



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**BISNIS MAKANAN RINGAN DENGAN
MEREK USAHA CRUBIE**

Enrico Cohen	13112010534
Ferrero Clement Widjaja	13112010210
Margareta Livia Sanjaya	13112010201
Shuleunmyer Widjaja	13112010173
Vincent Marcello	13112010160

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**SNACK FOOD BUSINESS WITH
THE BRAND CRUBIE**

Enrico Cohen	13112010534
Ferrero Clement Widjaja	13112010210
Margareta Livia Sanjaya	13112010201
Shuleunmyer Widjaja	13112010173
Vincent Marcello	13112010160

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