



**UNIVERSITAS  
PRASETIYA MULYA**

**TUGAS AKHIR**

**Pengembangan Strategi Pemasaran Sebagai Upaya  
Peningkatan Pendapatan Di One Fifteenth Coffee Cabang**

**BSD**

Muhammad Firhan Balfas	13412010038
Syahira Athayarose Thahir	13412010030

**PROGRAM STUDI S1 PARIWISATA  
KONSENTRASI HOSPITALITY BUSINESS  
UNIVERSITAS PRASETIYA MULYA  
JAKARTA, 2024**



**UNIVERSITAS  
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**FINAL PROJECT**

Project Improvement

**Development of Marketing Strategies as an Effort to  
Increase Revenue at One Fifteenth Coffee BSD Branch**

Muhammad Firhan Balfas 13412010038

Syahira Athayarose Thahir 13412010030

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