

## **ABSTRACT**

**ADITYA NARAYAN (2022021008)**

### **“ PROFESSIONAL WORK ACTIVITIES AS A SALESMAN AT CV. ANEKA CITRA “**

*This professional work was conducted at CV Aneka Citra, located at Komplek Ruko Duta Gardenia Block B No. 10 – 11, Jl. Jurumudi – Tangerang, Banten 15124. For three months, the intern was assigned to the Marketing division, serving as a salesman to introduce products directly to consumers and retail partners. The intern learned the marketing process of traditional snack products, starting from understanding the products, arranging product displays, offering promotions, to interacting directly with consumers, including participation in major events such as Chinese New Year and Eid Mubarak. During the internship, the intern faced challenges such as adapting to a fast-paced work environment, gaining comprehensive product knowledge, and serving a large number of visitors. Through team guidance, the intern learned the importance of communication, discipline, teamwork, and responsibility in the professional work environment.*

**Keyword: Marketing, Salesman, Promotion**