

ABSTRACT

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AKTIFITAS KERJA PROFESI PADA DIVISI AREA OUTLET MANAJER PADA PT CAPITAL KEMBANG UTAMA – CAPITAL BAKERY

Professional Work is an activity provided by the campus to students to get the opportunity for students to get to know how the world of work is and apply the knowledge that has been learned in class during lectures into the world of work. This Professional Work is carried out at PT Capital Kembang Utama with the brand name Capital Bakery in the operational division as Area Outlet Manager. During the Professional Work, interns are given direct work and learning, helping with the operational activities of the outlet according to what has become the responsibility and job description carried out in operations. This professional work activity is a very good and positive activity which can help interns to gain direct work experience, train their abilities, and be able to socialize with the world of work and increase knowledge in the field of marketing management.

Keywords: Professional Work, marketing, world of work