

ABSTRACT

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THE IMPORTANT ROLE OF FRANCHISE MARKETING IN THE EXPANSION OF THE NUMBER OF STORES AND THE DEVELOPMENT OF EXISTING STORES AT PT INDOMAKMUR

Professional Work is an activity carried out by students with the aim of applying the theories they have learned during their time in college to real situations in the world of work. Interns have the opportunity to undergo Internship in the Franchise Marketing Division of the Development Business Division at PT Indomakmur for 146 hours. This is in accordance with the scientific field pursued by the intern, namely the management of facilities and a work environment that supports employees such as ensuring comfort during professional work, interns learn about Franchise Marketing and Administration. Specifically, the tasks carried out by interns in the Marketing Franchise field include increasing the number of stores and development, including finding locations, presenting franchise prospectuses, and inaugurating the opening of their stores. In addition, interns also learn to develop stores.

Keywords: Marketing Franchise, Kerja Profesi, PT. Indomakmur