

## **ABSTRACT**

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### **STRATEGY TO WIN THE TENDER OF SECURITY PROJECTS BY INSTALLING UNIFORM INNOVATION OF PT. CAKRAWALA SEMESTA**

*During the professional work process (Business Plan) I was under the supervision and guidance of Mr. Teguh Prasetyo S.E., M.Si., PMA. as my professional work supervisor. My company, PT. Cakrawala Semesta, has a serious problem, namely losing the tender for a security project in the entertainment area and I have created new innovations for my company and made it happen with very satisfying results, namely successfully winning a security project tender in the entertainment area. My responsibility to PT. Cakrawala Semesta as Marketing and Project Manager to solve problems and always to do evaluation for the company. Apart from uniform innovation, I will certainly continue to create human resources for security unit members with good character and physique so that they do not disappoint corporate clients.*

*Keywords: security services, business strategy, business innovation, marketing.*