

ABSTRACT

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PROFESIONAL PRACTISE WORK IN SALES AND MARKETING DIVISION PT Nenggala Cakra Akusara

Professional Work Practices were carried out at PT Nenggala Cakra Akusara which is located in Pisangan – South Tangerang City. This Professional Work Practices was applied with the main task of making marketing strategies for all outlets under the auspices of PT.Neggala Cakra Aksara. PT Nenggala Cakra Akusara is engaged in the food & beverage sector. In carrying out professional work, it is enough for the practitioner to have a role in the process of making marketing strategies such as making offline promos for outlets, online platform promos, and online stores. After doing Professional Work Practices, the practitioner know the marketing process of a restaurant to increase their sales.

Keywords: Promos, marketing strategies, online platform