

## ABSTRACT

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### **UTILIZATION OF DIGITALIZATION AND COMPUTING TECHNOLOGY TO MAXIMIZE WORK IN SALES OPERATIONS IN RETAIL COMPANIES**

*Retail Stores in the company where trainee do internship are retail trading businesses engaged in selling the daily needs of the community. Rapidly developing technological advances, currently in the company where trainee do internship have made all the latest innovations to facilitate store operations so that they run well and automatically. For example, the process of buying and selling products will be monitored by an integrated system. While working in the retail sector at the company where the trainee does internship, the trainee works under the supervision of the chief of the store as a store senior leader. A store senior leader is a company employee whose job is to fully assist the activities carried out by the chief of the store. In this case, supervising and coordinating store operational employees. To fulfill the company's operational needs, especially in the field of product availability stock, as well as control of requests for goods for store stock, a stock opname system, and related systems are made. To assist store employees in meeting the needs of goods in daily sales operations.*

**Keywords:** Retail, Stock Opname, Sales