

ABSTRACT

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AKTIVITAS KERJA PROFESI PADA DIVISI MARKETING THE BODY SHOP INDONESIA

Students as prospective workers need to prepare themselves well in the era of globalization and tight job market competition. Preparation includes developing hard skills and soft skills through choosing the right study program. Pembangunan Jaya University supports this preparation by integrating Professional Work courses into the curriculum, providing direct experience in the world of work.

As a Beauty Care Assistant (BCA) level 7 at PT. Monica Hijau Lestari (The Body Shop), practitioner has the main responsibility for ensuring product sales and providing service to customers. In addition, they are also involved in administrative responsibilities and participate in time to maintain store operations. The importance of understanding company values emphasizes employee integration with the company's vision and mission. Practitioners are expected to make a positive contribution to company operations and achieve targets through this professional work experience.

Keywords : Sales, manajerial store

