

ABSTRACT

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AKTIVITAS KERJA PROFESI PADA DIVISI CARE AND SALES LINE THE BODY SHOP INDONESIA

The Body Shop is a global cosmetic and beauty company that was founded in 1976 by Dame Anita Roddick in Brighton, England. The company is known for its ethical and sustainable approach to beauty, using ethically sourced and naturally-based ingredients from around the world. The Body Shop offers a wide range of beauty products, including skincare, haircare, bath and body products. The company's purpose is to promote women's self-esteem, smash beauty taboos, celebrate female leadership, and ensure equal pay for equal work. The Body Shop's philosophy is to go against the grain and walk in the opposite direction, and it is dedicated to dedicating its business to making a positive impact on the world.