

ABSTRACT

Facing Challenges, Embracing the Digital World for Future Success in CV Permadi Karya
Mandiri

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In the current era of rapid digital advancements, technology has become a force influencing various aspects of society, particularly within the business landscape, where almost all types of companies leverage digital tools for operations and growth. This report details my internship experience at CV Permadi Karya Mandiri, where during the internship program several challenges were identified. This report explores the crucial role technology plays in developing businesses, with a specific focus on challenges identified in CV Permadi Karya Mandiri. The challenges identified include the lack of understanding and utilization of digital technology and the dependence on the same group of customers and partners for an extended period. This report provides a detailed explanation of these challenges and proposes solutions to address them. Proposed solutions include expanding networking, particularly in the local community, and hiring a social media specialist to create and develop comprehensive social media strategies aligned with the company's overall marketing objectives. By providing a detailed analysis of these challenges and presenting the solutions, this report contributes to a broader understanding of the pivotal role digital technology plays in the contemporary business environment.

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