

***ANALYSIS OF INTERNAL CONTROL SYSTEM AND
MARKETING MIX STRATEGY IN BUSINESS RETAIL
COMPANIES BASKIN ROBBINS JAKARTA***

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Abstract

This study aims to determine the application of the internal control system and the strategies implemented in the company. The method used in this research is qualitative with ethnomethodology approach. The results of this study are the implementation of an internal control system that aims to monitor and operate in the store is quite good, but there are still some shortcomings. the procedures set by the company are still not fully done by employees. the marketing mix strategy used is quite good. But the new breakthrough in the strategy used is still lacking. the absence of new things in the promotion step still makes a deficiency in marketing strategies.

Keywords: Internal Control System, Marketing Mix Strategy, and Retail Company.