



THE IMPACT OF MARKETING STRATEGIES ON THE BUSINESS PERFORMANCE OF CV. PATRA TRAVEL (CASE STUDY OF CV. PATRA TRAVEL)

By

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ABSTRACT

Purpose - This study examines the impact of marketing strategies on business performance, with a focus on CV Patra Travel.

Design/Methodology/Approach - This study examined CV. Patra Travel using a case study. Data is gathered using a qualitative approach using observations and interviews.

Findings - The study discovered a favorable relationship between CV. Patra Travel's performance and its strategic marketing strategies. Profitability, revenue growth, and brand awareness are all boosted by efficient marketing techniques.

Originality/Value - This paper's research findings will assist some businesses in putting into practice efficient marketing plans to raise overall business performance.

Keywords - Marketing, Business Performance, Brand Awareness, Marketing Strategies.

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