

**KEY TO SUCCESSFUL BUSINESS SUCCESS CAPCIN JOE IN
JOMBANG**

ABSTRACT

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This study aims to find out about the key to the success of CAPCIN JOE's business in Jombang. This researcher is in the form of qualitative research as a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. Collecting data by interviewing 3 informants, 1 owner, 1 booth head, and 1 head of stock items. The results of this study found that the key to business success is strategic location, promos, adding product flavor variants and maintaining product quality and following market prices.

Keywords: key to successful business success