

## **ABSTRACT**

This research discusses the Sales Strategy of K&B Coffee Shop Purwakarta in sales strategy during the Covid 19 pandemic. This pandemic also has an impact on sectors in the world and in life, one of which is the economic sector, and also the coffee business. shop. Business competition in the area of the Coffe Shop which is getting tighter has an effect on the K&B Coffee Shop And Roaster Purwakarta, plus the presence of the Covid 19 pandemic, the author tries to examine what are the factors that affect sales that occur due to the Covid 19 pandemic and how are the strategies sales. The purpose of this study is to analyze what has happened due to the Covid 19 pandemic. The research method that the author uses is descriptive qualitative. The author uses data collection techniques by direct observation, interviews, and documentation.

Keywords: Sales Strategy, Coffee Shop, Covid 19