

EXECUTIVE SUMMARY

4P STRATEGY IMPLEMENTATION AT DURIAN CORNER BATAM

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This practical work starts from 25 May 2018 to 05 September 2018 at Durian Corner Batam. Durian Corner Batam is located at Jalan Gajah Mada 1-5, Ruko Wahana Baloi Mas, Baloi Indah, Lubuk Baja. This Job Training aims to introduce the Durian Corner to the people of Batam, create a better brand image and increase store sales.

The method in carrying out this practical work is interview, observation and strategy design. After interviews and observations, there are problems that exist so that strategies can be designed to solve existing problems. The strategy used is a 4P strategy or marketing mix, namely product strategy, prices, distribution channels and promotion. Where in the product will be added an information on how to store products, making price lists, replacing old banners into new banners, and Instagram promotions and discounts.

The result of the implementation of the 4P strategy on Batam Durian Corner is that the Batam community began to know the Batam Durian Corner, this is evidenced by the comments on Instagram asking for the price of the product. In addition, the store also has a better brand image as evidenced by consumers' views of cleaner and newer stores. The most important thing is that shop sales increase with promotions.

Keyword: Marketing Mix, Product, Price, Place, Promotion