

**ANALYSIS AND APPLICATION OF MIX PROMOTION SYSTEM IN
STORES JC ACCESSORIES IN BATAM**

Edwin

NPM: 1641105

ABSTRACT

The internship report is to help the owner of the JC Accessories Store located in BCS Mall in developing the business by applying Mixed Promotions, because no promotions has been done at the JC Accessories Store so the JC Accessories Store face decrease profit and no new customer.

The implementation of this practical work use interview and observation methods. This practical work is done by identifying problems, collecting data, developing promotional strategies, setting costs and budgets, implementing strategies and evaluating to increase the growth of new customers and increase the profit of JC Accessories.

Job Training provides results such as the application of promotional strategies applied to the JC Accessories Store, advertising by making name and banner cards, sales promotion by giving discounts, free postage and direct marketing in the form of Instagram dan Facebook social media. The promotion strategy was designed based on the needs needed by the shop owner to run this business.

Keywords: *Promotion Mix, Advertising, Sales promotion, Direct marketing*