

UNIVERSITAS INTERNASIONAL BATAM

*Faculty of Economy
Management Study Program
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DESIGN AND IMPLEMENTATION OF FOOD ORDER SYSTEM AND SALES PROMOTION PROGRAM IN MIE PANGSIT AYAM SUDI 189

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ABSTRACT

This internship report is made for resolving problems that have been experienced by mie Pangsit Ayam Sudi 189 for food ordering constraints and also sales promotion. Mie Pangsit Ayam Sudi 189 are still using an inefficient system in the food ordering system and also have not done much sales promotion. This is what encourages the writer to help business owners so that the problems will be resolved.

This program is carried out from the beginning of November 2019 until the beginning of January 2020. At the initial stage conducted by the author, starting from site observation and interviewing the problems experienced by business owners. Followed by the design of a food ordering system and sales promotion.

The implementation of an effective and efficient system has produced positive results in the sale of this culinary business. The results of this practical work are implemented through a food ordering system and sales promotion on Mie Pangsit Ayam sudi 189.

Keywords : Orders, Sales promotions