

## **EXECUTIVE SUMMARY**

### **DESIGNING MARKETING MIX SYSTEM ON PYRAMID TYRES SERVICE SHOP**

**SANTO**

**NPM: 1541206**

The place that the author used as a place to carry out practical work is the Pyramid Tyres Service Store. This store is located in Square 91 Block G/01 No. 11, 12 and 13, Batam. This shop is a business that is engaged in the field of workshops and selling car items. Practical work is carried out started from August 2018 until March 2019. The main objective of this practical work is to create a marketing mix system that help Pyramid Tyres Service Store increase sales.

There are two methodes used by the author to collect data or information and the methodes are interview method and obsevation method. After making observation, it can be seen that the problems faced by the business owner are sales decreasing due to not being able to compete with competitors and many people still do not know the Pyramid Tyres Service Store.

The strategy made by the author is by the marketing mix method. Author add new products, adjust price according to the market, redesign business cards, tidy up product arrangement and carry out promotion such as vouchers, cashback and product bundles.

The result of running the implementation on Pyramid Tyres Service Store is that there is an increase in sales and now Pyramid Tyres Service Store recognized or known by more people in batam.

Keywords: marketing mix, product, price, promotion, strategy