

ABSTRACT

4P STRATEGY DESIGN IN Q-ONE CLOTHING STORE

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The implementation of the Job Training activities was carried out at Q-one Clothing store Located in Nagoya Hill Mall Blok GR-05 No 03 on 02 Nov 2018 to 24 Jan 2019. This Job Training activities was carried out to find out the marketing system at Q-one clothing store and problems that occur to Q-one clothing store. The purpose of this Job training activity is to maintain sales and increase sales of Q-one clothing store.

The process of job training activity that is done at Q-one clothing store is using a direct interview with the owner and observation at Q-one clothing store. During the interview and the observation process, author found some problems that has to be faced by the owner. Author found out that Q-one clothing store does not have an effective marketing system such as promoting their products through online media accounts. Therefore author design a 4P strategy that can be applied at Q-one clothing store.

The results that can be achieved by owner when implementing the 4P strategy is Q-one clothing store's products can be known through online media accounts such as Facebook, Shopee, Instagram and Line. Q-one clothing store also can maintain their sales and increase their sales through this implementation.

Keywords: Marketing Mix (Marketing Mix), Products, Prices, Places, Promotions.