

SUMMARY EXECUTIVE

APPLICATION OF PROMOTION MIX STRATEGIES IN DKA STYLE STORE

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*Students can practice their abilities in the world of work through practical work activities. Through this, students are trained in real terms to be able to feel work at a company or other organization, go directly to the field so they can know the work environment and how to adapt to the environment. The topic that discussed in this practical work is **"Implementation of Promotion Mix Strategy in DKA Style Stores"**.*

Marketing mix has an important role for every company. The activity is carried out as an introduction to the product by the company to prospective customers, therefore promotion needs to be considered because it is one of the main keys to sales

Promotion is something that the company does, its success is determined by a promotion mix. An efficient and effective and efficient promotion strategy can determine the company's future sales. So that the right strategy is needed so that it can be implemented.

Keywords: Promotion mix, Advertising, Sales promotion, Direct marketing