

ABSTRACT

APPLICATION OF 4P STRATEGY IN LION PARCEL POS SUKA

EKSPRES

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This Job Training activity is carried out on June 20, 2018 to October 30, 2018 at Lion Parcel Pos Ekspres in Ruko Tering Raya Melcem, Tj. Sengkuang, Batu Ampar. This study aims to discuss and provide advice or recommendations for the Lion Likes Express Express Parcel. This is because there is no promotion on Lion Parcel Suka Ekspres.

In implementing the 4P strategy (Products, Prices, Places & Promotions). The interview is a method that is practiced to be able to identify problems related to the company, formulate the company's problems, and that will be applied to the company's strategy that has been designed.

Promotions are used to provide interesting information for old consumers to be loyal to customers and to attract new consumers. As well as the implementation of this activity allows it for business owners to use the system.

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