

APPLICATION OF *DIRECT MARKETING AND PROMOTION SALES IN WARUNG 18*

EVI

NPM: 1541441

This practical work aims to find out the right marketing mix system to be used at Warung 18 in order to increase sales and to be better known by the people of Batam City. This practical work process is carried out from the period September 2018 to January 2019. There are several methods used in implementing this practical work including the method of observation, interviewing, designing and implementing a predetermined strategy.

In this practical work, several marketing mix strategies have been implemented at Warung 18. The mix conveyed to the employers includes direct marketing and sales promotion in the form of submitting cooperation with businesses that want to increase sales turnover.

The results of implementing the Warung 18 show that there is an increase in sales, an increase in new consumers and helping Warung 18 to gain new market share.

Keywords: promotion mix, direct marketing, sales promotion, personal selling.