

## **EXECUTIVE SUMMARY**

### ***ANALYSIS AND IMPLEMENTATION OF PROMOTIONAL MIXES IN ADORE BATAM STORES***

*Name: Sufandy*

*NPM: 1541029*

*Carry out tasks to increase sales of bags and premium quality fashion products at Toko Adore Batam. The author helps with promotional programs and promotional promotions promotion mix. Practical work activities are carried out with the adore of Toko Adore Batam can find promotional programs that are right on target and effective to increase the income of this store. This practical work is carried out starting from the beginning of June 2018 to September 2018.*

*The method used in the work process, interviews, and work practices. The outcome of the project that resulted in this work was the promotion mix system at the Batam Adore Store.*

*The promotion system is carried out by making organizations spread to several locations around the store location, namely at the BCS Mall and also promoting promotional activities carried out in social media stores such as Instagram to be better known by consumers, as well as the location of the google map store. This aims to increase the volume of product and fashion sales and promotions at Adore Batam Store.*

*Keywords: promotion mix, advertising, social media, and marketing*