

EXECUTIVE SUMMARY
IMPLEMENTATION OF PROMOTION MIX STRATEGIES AT HEAR

COFFEE

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The Job practice report on Hear Coffee aims to design a promotional mix on hear Coffee systematically. Tenik is done to collect data by direct observation in order to determine the right system to be implemented. On Hear Coffee. This Job Training shows significant results on system changes that have been designed that have a positive impact on Hear Coffee. Sales promotions are more innovative and can be applied routinely, and employee experience of personal sales increases so that sales charts increase. In addition, Job Training serves as a means of developing the ability and quality of themselves in the field of coffee shops. This practical work is carried out from January 2019 and ends in June 2019. In practical work it uses several methods namely observation, interview, design and implementation.

This practical work resulted in a promotional mix system that had not previously been applied to Hear Coffee. The promotional mix elements used are personal sales and sales promotions. Sales promotions are implemented using the concept of distributing environmentally friendly iron straws for free when customers make a payment that has been determined. Personal sales carried out by employees to customers who bring children, employees at Hear Coffee approach by giving picture books to increase children's creativity.

The results of the implementation of the system that has been designed with the existence of a personal sales system and sales promotion authors assess customers respond positively. The family atmosphere in Hear Coffee is better and builds closeness with customers. As well as sales turnover on Hear Coffee increased by 8%.

Keywords: *Promotion Mix, Personal Sales and Sales Promotion*