

## **EXECUTIVE SUMMARY**

### **IMPLEMENTATION PROMOTION MIX (ADVERTISING, SALES PROMOTION AND DIRECT MARKETING) AT FAS BOU'TIQ**

MAYRANI WULANDINI

NPM : 1541032

Implementation of practical work is carried out from February to June at FAS BOU'TIQ. This business engaged in services. The services offered are sewing services. FAS BOU'TIQ is located in Bengkong Harapan 2, Blok Q Number 1. The purpose of the writer to do practical work at FAS BOU'TIQ to help promoting Ms.Tuty business by promotion mix strategy (Advertising, Sales promotion, and Direct marketing).

In the process of implementing design and implementation, the method used by the author is through observation and interviews. This method is carried out to identify the problems facing FAS BOU'TIQ. After identifying, the thing to do is formulate the problem and design the right implementation according to the business needs. Then the latter applies several strategies that have been designed and conduct evaluations and improvements in the implementation process.

The result of the design in this practical work is to create a system and promotion strategy contained in the promotion mix. One of them is Advertising, Sales Promotion and Direct Marketing. The implementation is done by making banners, social media accounts such as Instagram and Facebook, and also making business cards.

Keyword : Promotion mix, Promotion, Marketing mix