

**EXECUTIVE SUMMARY**  
**PALM SPRING RESTO (4P) MARKETING MIXED ANALYSIS AT POOL & BAR**

**NPM: 1541101**  
**VIERA AFANDRI PUTRI**

*This vocational training aims to design and find a hybrid system that is suitable for use at the Palm Spring Resto Pool & Bar to increase sales and compete with closest competitors.*

*The methods used are interviews, observation, design, application and evaluation. The results of interviews conducted and observations made produce results that determine the problems faced by the owner, and from these results, the author can design the system to be applied. Then evaluate to determine whether the 4P results from the design can help the business owner solve the problem.*

*This system is designed to achieve 4P results at the Palm Spring Resto Pool & Bar, which is designed to provide new information, increase customer loyalty, and attract new customers. The 4P application is expected to be beneficial for the company and can be developed in the future.*

*Keywords : Marketing Mix, Product, Price, Place, and Promotion.*