

ABSTRACT

PLANNING & MIXED PROMOTION IMPLEMENTATION FOR KAYU MANIS BATAM

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Tight Global business competition grows rapidly as it is , followed by technology and industrial worldwide development as well, that's the reason to survive the company has to modify in all aspect including for its marketing system.

The ultimate goal of this practice is to construct a significant planning & mixed marketing for interior contractor business & wood custom for small and mid scope especially for cinnamon in Batam. Mixed marketing strategy need to be applied to support that product and services delivered to consumer worldwide. Promotion Mix is the combination among personal selling, advertisement and various selling manner of a business. Three main points, to inform, to persuade and to remind consumers and potential buyers. Promotion Mix method is conducted as proportion accordingly as needed related to company mission.

Promotion Mix which is implemented for small and mid cinnamon business in Batam is direct marketing which are thru various tools, social media ides facebook and instagram. Strongly Recommended for this marketing strategy thru face book and instagram , big sale discount for certain amount of transaction , hoping these marketing strategy is to increase their selling

Keywords : *Promotion Mix, brand image and promotion*