

ABSTRACT

MARKETING MIX DESIGN AND IMPLEMENTATION IN THE SERVICE CATERING

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In this Practice Work the author of the book titled Application of mixed marketing mix at Catering Service Business with the aim of this Job Training to help business problems or operational constraints in business progress, especially in marketing in promoting their products in order to increase consumers and increase their income. In the Implementation of the author uses the method of observation, interviews, strategy design and implementation.

Marketing mix or that will be applied by the author at the Catering Service Award. marketing mix is one of the most important factors in supporting product success in the minds of consumers, the marketing mix consists of (Price, Product, Place and Promotion)

In this practical work the author gets the general results that can be submitted. marketing that the author applies gives positive results, after implementing the marketing mix in a few months: with the level of sales that has increased compared to before implementing the marketing mix.

Keywords: marketing mix, promotion, price, product, place, sales