

## **ABSTRACT**

### **DEVELOPMENT AND IMPLEMENTATION OF PROMOTION MIX STRATEGIES TOWARDS FAMILY LAUNDRY**

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*The purpose of this internship is to develop the most suitable strategies to solve the problems that is faced by Family Laundry. Family Laundry is a small enterprise that does laundry services and located at Golden Land Housing F 11, which is a quite strategic location but the growth of customer is very slow although it already established since 2015. These problems exist because the owner is not doing any promotion to boost the laundry's customer and sales. This internship is held with the purpose of solving the problems with the most suitable promotion mix strategies. The internship program starts from October 2019 till December 2019.*

*Applied research is the type of research used for this internship program, where the primary data is collected through interviews and observations, while the secondary data is collected through literature study. The results of the research done for this internship are advertising, sales promotion, personal selling and digital direct marketing to increase the customers' growth and sales number of Family Laundry.*

*The implementation of the promotion mix strategies are divided into five stages. The evaluation done towards the business development after the implementation of the promotion mix strategies show that the implementation of strategies helped to increase the laundry's sales till 18% at the end of the implementation period and promotion strategies are useful towards Family Laundry.*

**Keywords:** *promotion mix, advertising, sales promotion, personal selling, direct digital marketing*