

## **SUMMARY EXECUTIVE**

### **APPLICATION OF PROMOTION MIX STRATEGIES IN WARUNG MAKAN BUDE ICA**

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*This report is compiled to describe the process of problem solving experience at warung makan Bude Ica especially for marketing issues. This business has not using any marketing mix strategy that has an impact on business revenue. In this case has encourage the author to assist the owner to solve these main problems.*

*This program starts from the end of August until October 2019. The initial step is observation and interview to identify the problems and the needs. Next proceed with the design of promotion mix according to the needs.*

*An effective and efficient promotional strategy has a positive impact for increasing sales. The result of this program is the implementation of the promotion mix strategy as advertising and sales promotion at warung makan Bude Ica*

*Keywords: Promotion mix, Advertising, Sales promotion*