

SUMMARY EXECUTIVE

DESIGN PROMOTION MIX IN IFANDY LAUNDRY AT BATAM

Name: Jessica

NPM: 1641176

This Job Practice was held at Ifandi Laundry with the aim of managing and helping business owners to develop their businesses using Promotion Mix strategies such as advertising, direct marketing and sales promotion. This job practice begins in September 2019 until November 2019.

The implementation of this job practice uses methods by making direct observations to the location of practical work, direct interviews with business owners, designing promotional strategies and implementing promotional strategies that have been designed. The strategy adopted is aimed at increasing the number of customers and increasing the profit of the Ifandi Laundry business.

The promotion system design that was done by the writer such as giving discounts to loyal customers, doing promotions and distributing Ifandi Laundry information using social media like Instagram and Facebook. When applying Promotion Mix, the writer also helps and trains business owners to use the strategies that have been designed.

Keywords: Promotion Mix, Advertising, Sales promotion, Direct marketing