

UNIVERSITAS INTERNASIONAL BATAM

Faculty of Economy
Department of Management
Odd Semester 2019/2020

THE IMPLEMENTATION OF PROMOTION MIX IN H LAUNDRY BATAM

LINDA APRILIA
NPM: 1641030

ABSTRACT

The purpose of the authors do practical work on the H laundry shop which is to give some strategies about promotion so that sales increase and introduce the extensive H laundry shop to the people located in Batam through the Promotion Mix method. This practical work starts from September 2019 until December 2019. The authors carry out surveys, observations, interviews and documentation as a data collection system on this practical work

The promotion strategy used for H Laundry stores is a Promotion Mix in the form of Digital Marketing by creating an account on Instagram aimed to be widely known by the public in Batam, Sales Promotion in the form of making a discount card containing the terms & conditions applicable to every loyal customer of H laundry stores, and Advertising in the form of brochure by adding menus that didn't exist before and making it more interesting.

After implementing the promotion mix system at H Laundry Shop, the impact obtained from the store is a 10% increase in income in the first month and new customers through a newly created Instagram account and the addition of a clothes iron service menu at H Laundry Shop.

Keywords : Promotion Mix, Digital Marketing, Sales Promotion.