

*Faculty of Economy  
Department of Management  
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**IMPLEMENTATION OF PLACE AND PROMOTION INNOVATIONS FOR  
PT. SMARTLINK INOVASI TEKNOLOGI**

**JACK SEM  
NPM : 1441114**

**ABSTRACT**

The purpose of practical work is to help PT. Smartlink Inovasi Teknologi in analyzing the constraints and problems experienced by the company, as well as to promote the company's products by implementing Place and Promotion Innovations. PT. Smartlink Inovasi Teknologi is engaged in the Supplier and Export & Import of Electronic Equipments. Practical work is conducted on 2<sup>nd</sup> of September to 26<sup>th</sup> December 2019.

The method that used in this practical work is interview and observation, the planning phase in this practical work is gathering information that need to be evaluated and designing various kind of promotion systems, the implementation process is conducted for one month, from 1<sup>st</sup> of September to 30<sup>th</sup> of September 2019.

Practical work will create Place and Promotion Innovations including, moving company location, changing products layout, upgrading company's website, printing new brochures and changing business cards, printing products catalog, and implementing Personal Selling.

*Keywords: place, promotion, innovation, design*