

# UNIVERSITAS INTERNASIONAL BATAM

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*Faculty of Economy  
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## **MARKETING MIX APPLICATION STRATEGY ON WARUNG KAKI LIMA IN TANJUNGPINANG CITY**

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### **ABSTRACT**

*Marketing mix is the completeness of the sales instruments required by an effort to get a marketing mission when it meets the target of the buyer, in the strategy of implementing the marketing mix, Warung Kaki Lima never do promotions to expand their target market. Warung Kaki Lima was founded in 2018 with the help of 15 employees. The author worked on this practical work project on 15 October - 15 December 2019..*

*This method is important in developing a business. Choosing a good marketing strategy will increase the income of a place of business. For this reason, this report will serve as a record of the results of implementing the ideas of the authors that have been designed for Warung Kaki Lima.*

*Key words: Marketing Mix*