

UNIVERSITAS INTERNASIONAL BATAM

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USE OF PROMOTION MIX STRATEGY MORO KANGEN DINING HOUSE

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ABSTRACT

This practical work report has the aim of achieving the problems that have been discussed with the aim of easily seeing the results of the Use of Promotion Mix Strategy at Moro Kangen's Restaurant in order to complete the effective system in using the Promotion Mix Strategy in the line of business being undertaken.

The results of the discussion that has been done to describe data describing descriptive decomposition and completeness of information or data regarding the Use of Promotion Mix Strategy at Moro Kangen Restaurant by being able to meet the interests of customers, promotional techniques made for Moro miss restaurant namely sales promotion (sales promotion), advertising (advertising), discount coupons (coupun discounts) as well as the creation of banners and brochures.

From the results that have been made that researchers provide advice to business owners that can use the strategies used and can create new strategies to advance the business, the owner can also add employees as admin in design experts in order to create marketing solutions to develop businesses again and business owners can add business by opening new branches that can develop and advance the company.

Keywords: Sales Promotion, Advertising, Advertising Coupons