

# UNIVERSITAS INTERNASIONAL BATAM

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*Faculty of Economy  
Department of Management  
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## **IMPLEMENTATION PROMOTION MIX AT TWENY ONE SHOP BATAM**

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### **ABSTRACT**

*The implementation of this practical work aims to overcome the obstacles faced at the SME Tweny One Shop Store located in Nagoya Hill Block O 12A who have not used the right strategy in operating their businesses. This causes sales that do not increase significantly and target consumers do not know information about this store. These practical work activities will be conducted in the period from September to December 2019.*

*In this practical work activity, the writer will gather information, design strategies, and implement strategies at Tweny One Shop. In short, the writer will collect information through a brief interview, based on the information obtained, the writer will design a strategy that can overcome these obstacles and implement the strategy.*

*This practical work activity implements several promotional mix strategies, namely sales promotion and advertising. This strategy design is implemented based on the needs needed by business owners to overcome the obstacles experienced. Based on the results of the implementation of the strategy, Tweny One Shop stores experienced a significant increase in sales*

*Key words: sales promotion, advertising*