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PROMOTION MIX IMPLEMENTATION AT AGRA PRIMA UTAMA STORE

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ABSTRACT

The implementation of this practical work aims to solve the problems that are happening at the Agra Prima Utama Store located in Komp. Pasar Baru Blok A no.5 Lubuk Baja – Batam. The current conditions faced by business actors have not yet carried out promotions so that they have not reached the expected sales turnover. The location of the store is not strategic because it is covered by a fence and does not yet have a signboard so that the shop's visibility is still lacking.

In carrying out this practical work, the authors use interview techniques, observation and planning a promotion system for Agra Prima Utama. The initial stage that will be carried out in this practical work starts from finding the problems faced, then the next stage will look for ways to deal with the problems encountered, after that it will formulate a promotion strategy that can respond to the problems which will then be implemented.

The results of this practical work resulted in a promotional mix implemented to Agra Prima Utama. The promotional mix that has been used in this practical work is advertising. The implementation that was carried out on the business was designed in accordance with the constraints that were happening at the store.

Key words: advertising