

UNIVERSITAS INTERNASIONAL BATAM

*Faculty of Economic
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ANALYSIS PROMOTION MIX AND DISTRIBUTION CHANNEL FOR BOGATEA BEVERAGES STORE

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EXECUTIVE SUMMARY

Work practice project was held on 01 August 2019 until 31 October 2019 by authors that analyzing the system of promotion mix and build the distribution channel of Bogatea to improve the profit sales result and distribute the brand knowledge of Bogatea that not only known by local people in the city but also can be known by people from others cities, so it can get more profit for Bogatea's owner and make further branding for Bogatea.

Methodology and implementation in this project, which is the authors with Bogatea's owner thinking over the idea how to maximizing the promotion media that can attract more people with surfing into some online platform like Instagram, Gofood, Grabfood, Monthly giveaway, Join on several event for Bogatea branding and make some promotion on menu that rarely sold to avoid nearly expired date ingredient. Beside than promotion, Bogatea's owner also offering open franchise to third party for maximizing Bogatea distribution channel.

The implementation of several promotion system and distribution channel that had been done by the authors with Bogatea's owner was going smoothly and the result can be seen by appearing many new customer because of the successfully branding and for the distribution channel will be implementing by franchise of the third party that planning for opening in 2 big cities that is in Jakarta and Pekanbaru.

Keywords: promotion, distribution channel, franchise licences.