

UNIVERSITAS INTERNASIONAL BATAM

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IMPLEMENTATION OF MARKETING MIX STRATEGY ON ESPOTAM MOEX PRODUCTS

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ABSTRACT

The main objective of this practical work is to design a marketing mix system by implementing promotional strategies as a medium to increased sales. This promotional strategy system can help owners manage the marketing system. The object of this practical work is Espotam Moex who located in Batam.

Espotam Moex started a business that did not have a well-structured promotion strategy. The promotion carried out by Espotam Moex is only by joining a culinary bazaar. Based on the problems that occur, the marketing mix system that has been designed by the author includes the sale of products in large quantities and get discounts, produce online sales systems and promotions media such as Instagram & Facebook.

The end result of this practical work is a marketing mix system using promotional strategies to increased from Espotam Moex sales. After the implementation process, it can be seen that the promotion strategy designed by the writer is going well.

Keywords: marketing mix, product, price, place, promotion.