

UNIVERSITAS INTERNASIONAL BATAM

Faculty of Economy
Department of Management
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DESIGN AND IMPLEMENTATION OF PROMOTION MIX STRATEGY IN ZUNITH

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ABSTRACT

The practical work that carried out during 1 September 2019 to 31 December 2019 has the purpose to analyze and solve the problem faced by Zunith's in terms to increasing sales turnover. The method applied during the implementation of practical work is the method of interviews, observation, design and application.

During the process of this practical work implementation is a new promotion mix strategy system that has been adjusted to Zunith's target market. Output of this practical work contains various promotional strategies that can be implemented by Zunith. The promotional mix system implemented at Zunith including sales promotion by giving discount for certain customers, sending free gift for every purchase during the promotion. Digital marketing is done via Instagram ads.

Output from these implementation of promotion mix, resulted sales increase around 23% based on comparing profit from January 2019 and January 2020 which indicate the end of practical work period. Profit gained on January 2019 is Rp. 15.873.000 compared to January 2020 is Rp. 20.750.000. Measurement of success from this practical work did not compare the average income per year due to the implementation of the program is only 3 month.

Key words: promotion mix, advertising, sales promotion, digital marketing.