

*Faculty of Economy
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IMPLEMENTATION OF PROMOTION MIX ON WASHMAN LAUNDRY

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ABSTRACT

This practical work is carried out with the aim of helping Washman Laundry service business in dealing with the problems being experienced namely reducing the number of consumers and income. Pratical work carried out by the author starts from October 2019 until January 2020. The author implements strategies using the Promotion Mix component.

The output of the project results is in the form of promotional mix strategies. The strategy applied by the author is an effective and beneficial strategy for the service business owner to make a decision or policy. The results of the promotion mix strategy are Direct Marketing and Sales Promotion.

After the Washman Laundry service business uses a system designed by the author, the service business at Washman Laundry produces a positive impact on its business by increasing the number of consumers that directly affect its income.

Keywords: Promotion Mix, Direct Marketing, Sales Promotion