

*Faculty of Economy
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***APPLYING PROMOTION MIX IN NASI KARI OWEN TO INCREASE
SALES BY SALES PROMOTION***

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ABSTRACT

This study was created or intended to execute all of the problems within Nasi Kari Owen to achieve more selling rate comparing from the past period of time from 1 October 2019 to 31 December 2019. Based on the study, we focused on how to promote the products we are selling.

In order to keep the business going on or in order to survive from the competition with the competitors, we need a good marketing skills or experience. By marketing skills and experience, we can communicate our products and give them more details about why they should buy our products. And Marketing Mix itself has 5 main strategies which we called personal selling, sales promotion, advertising, public relation, direct marketing.

And in order to make a successful study result, we or the author went to the location to observe and analyze the location and author interviewed the owner to get more information about the problems or obstacles in selling. After analyzing, author finally can get a conclusion with what ways can we promote and help to increase their profit, and keep consumers being loyal.

Key Word: Nasi Kari Owen, marketing mix