

UNIVERSITAS INTERNASIONAL BATAM

*Faculty of Economy
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APPLICATION OF PROMOTION MIX IN BATAM SEJAHTERA

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ABSTRACT

This practical work aims to increase sales by 15% compared to last year at the Batam Sejahtera Store, increase additional new customers by 10 customers per month and maintain old customer loyalty. The method used in the preparation of this practical work report is interviews and observations.

This practical work produces a promotional mix system in the form of advertising, direct marketing, sales promotion, and personal sales. This promotional mix system can help companies increase sales and marketing.

The results of the implementation of the design of the promotional mix system are making banners, creating social media accounts on facebook to conduct promotions and products marketing and making loyalty cards. Loyalty cards are designed by giving discounts to customers who spent Rp 2.000.000 in one transaction.

Key words: promotion mix, advertising, direct marketing, sales promotion, personal sales