

UNIVERSITAS INTERNASIONAL BATAM

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IMPLEMENTATION OF PROMOTION MIX AT REJEKI UTAMA MINIMARKET

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ABSTRACT

The purpose of the practical work is to provide solutions to problems faced by the Main Rejeki Minimarket in its operational activities. The problem faced by Main Rejeki Minimarket is that it only uses word of mouth promotion media by owners and employees to develop their business so that the sales value from time to time does not increase.

Practical Work activities were carried out during 01 October 2019 to December 31, 2019. The methods used in the practical work are observation at the location, interviews with relevant personnel, design of an appropriate promotion mix system and implementation of the system.

Outputs delivered to the Rejeki Utama Minimarket include Google accounts that have been registered on Google Maps and Whatsapp Business accounts as well as sales promotion ideas. With the implementation of the promotion mix, the surrounding community who are looking for minimarkets can find the location of the Main Rejeki Minimarket and the directions to its location, the Main Rejeki Minimarket has a database of buyer's telephone numbers and an increase in customer addition and an increase in sales around 8%.

Key words: promotion mix, sales promotion, WhatsApp Business, Google Location