

# UNIVERSITAS INTERNASIONAL BATAM

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## **IMPLEMENTATION AND MARKETING STRATEGY DESIGN WITH DISCOUNT BROCHURE AT J&M COLLECTION**

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### **ABSTRACT**

The goal of this practical work was to help J&M Collection store resolve their situation. Lack of marketing strategy implementation had caused J&M Collection store experienced decreasing customers.

This practical work had been held for 2 months from November 2019 until December 2019. The Stages of this practical work started from determining issue and topic, visited the store, collecting data, building strategy and solution for the issue, implemented the strategy and the last was report preparation.

The result of this implementation was increased number of new customers at J&M Collection store.

Keywords: Brochure, Marketing Mix