

# UNIVERSITAS INTERNASIONAL BATAM

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Faculty of Economic  
Department of Management  
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## **THE PROMOTION MIX DESIGN AT KOKO LAUNDRY**

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### **ABSTRACT**

*This practical work is carried out in KoKo Laundry where located on Cahaya Garden 1 Block F No 5. Practical work start from October 10, 2019 until January 12, 2020 aim to solve the problem that faced by KoKo Laundry. During its operational, Koko Laundry hasn't applied any promotion to attract consumers interest.*

*Through this practical work resulted application of marketing mix strategy, exactly promotions in KoKo Laundry. The output from this practical work include sales promotion, direct marketing, advertising, which is proven by application of KoKo Laundry's Stamp Card, Facebook and Instagram registration for KoKo Laundry, also Banner for KoKo Laundry. Stamp card is the application from sales promotion which customer's of KoKo Laundry will get free 1kg of laundry if they have gotten 15 stamp. Facebook and Instagram registration is application from direct marketing and banner making is application from advertising.*

*The result from this practical work is sustainability of the application of promotion mix. Other than that, after application of these promotion strategy during 2months, there is 10 percent increase in KoKo Laundry's sales.*

*Keywords: Strategy, management, promotion mix, marketing*