

UNIVERSITAS INTERNASIONAL BATAM

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THE DESIGN AND IMPLEMENTATION OF PROMOTION MIX AT COMFY LAUNDRY

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ABSTRACT

This practical work activity has the aim to define problems and provide the best solutions that occur in Micro, Small and Medium Enterprises (MSMEs) in Batam City. The purpose of this practical work project is aimed at Comfy Laundry business that has been involved in this field of small enterprises through interviewing the Comfy Laundry business owners regarding problems that occur at Comfy Laundry. From the results of observing and interviewing with business owners, there are three problem stated as follows: First, regarding Comfy Laundry's monthly income which is unstable and concluded low. Secondly, the problem is the employee wages that are not equivalent to Batam City Minimum Wage considered low. Third, there is no understanding of the marketing basis that involves Promotion Mix activities.

Therefore, the authors provide the main ideas for solving the occurred problems which will be implemented at the final stage of the project. The first stage of implementation is to provide an overview of the basics of 4P marketing and details of the Promotion Mix flow to business owners and Comfy Laundry staff. The purpose of this implementation is to let them understand theory of basic marketing; each individual can provide inspiration or main ideas regarding promotional activities and the development of Comfy Laundry in the future. The second stage of implementation is to design promotional sales activities. The purpose of promotional sales activities is to attract the attention of consumers and provide the best experience for consumers. The third stage is the implementation of advertising. This implementation aims to attract the attention of consumers through Medias and can provide information relating to Comfy Laundry.

Keywords: 4p Marketing, Promotion Mix, Micro, Small and Medium Enterprises, Laundry Business, Brochures