

# UNIVERSITAS INTERNASIONAL BATAM

---

Faculty of Economics  
Management Study Program  
Odd Semester 2019/2020

## APPLICATION OF PROMOTION MIX ON MITRA UNGGAS STORE

Elin  
NPM: 1641225

### ABSTRACT

*This practical work report has a prospective way to solve problems that arise in Mitra Unggas Store, one of which is the lack of marketing carried out by Mitra Unggas Store in the form of promotions. This makes it difficult for Mitra Unggas Stores to obtain stable sales and a lack of new customers. If the loyal customer does not make a purchase that month the sale will decrease. This practical work is carried out for 4 months, started September 2019 until January 2020. The techniques applied in the implementation of this practical work are observation, interview and design.*

*This method of implementing practical work is by applying it to create a marketing method that is more effective and efficient for operational activities and obtains maximum results. The expected outcome is to be able to increase profits from the Mitra Unggas Store.*

*The result of the design of the promotion mix is the creation of an Instagram account, membership card, and several designs of discount promos and the making of name cards for poultry partner stores that have been submitted to the Mitra Unggas Store owner. Then the shop owner and advisor will evaluate both through interviews and direct observations in order to prove that the project that has been implemented is really helping the business activities of the Mitra Unggas Store.*

*Keywords: poultry, promotion mix, advertisement, promotion*