

# **UNIVERSITAS INTERNASIONAL BATAM**

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Faculty of Economy  
Undergraduate Program of Management  
Odd Semester 2019/2020

## **DESIGNING PROMOTION MIX ON CV. TRI PUTRA MANDIRI**

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### **ABSTRACT**

This practical work report is prepared to provide assistance in the form of marketing strategies to improve sales results and customer satisfaction. The process of solving this problem is done due to lack of marketing strategies carried out by CV. Tri Putra Mandiri, so this has become one of the main issues.

This practical work program was carried out from the beginning of September 2019 until November 2019. The steps taken were interviews and observations, so that the writer could identify existing problems. Then proceed with the preparation of marketing strategies on the CV. Tri Putra Mandiri.

The marketing strategy undertaken aims to increase business sales. In this case the strategy adopted is *Promotion Mix* like the establishment of social media accounts, giving discounts, and sales promotion.

*Keywords: Promotion Mix, Sales Promotion, Social Media*