

*Faculty of Economics
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DESIGN PROMOTION MIX IN H&W BICYCLE AT BATAM

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ABSTRACT

The activities listed in the Job Training Report are made to help shop owners improve their sales with the Promotion Mix strategy of advertising, direct marketing and sales promotion. Implementation of this practical work starts from the period February

The data collected in the Job Training uses direct interviews with the store and direct observation to the practical work location. After the data is collected, the writer finds several problems so the writer makes a promotion strategy to increase sales of H&W Bicycle stores

With this activity, the authors make brochures, make social media like Instagram for stores. So the store gets a positive impact and increases sales from the H&W Bicycle Shop.

Keywords: Promotion Mix, Advertising, Sales promotion, Direct marketing