

UNIVERSITAS INTERNASIONAL BATAM

Faculty of Economic
Department of Management
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ANALZE AND IMPLEMENTATION SALES PROMOTION STRATEGY TOWARDS MUNCHIES FOOD STALL

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EXECUTIVE SUMMARY

The Practical work will be carried out at Munchies Food Market is located in JL.Ahmad Yani, Tlk. Tering, Batam City. The practical work has been started from February to May 2019. The practical work at Munchies Food market purpose to Analyze and Implementation of Sales Promotion Strategy to revenue the sales and growth towards competition in the food market. In doing practical work in Munchies Food market, the research methods used in the practical work activities are interviews, observation and creating list of choices of Sales Promotion Strategy. When conducting interviews and observation at the Munchies Food stall, there are several problems that occur at the Munchies Food stall.

Munchies Food stall has never really focus on their sales promotion system. Therefore, the author will design the sales promotion strategies such as paid promotion in the few choices of social media, example Facebook and Instagram, next step is register to Go-jek application either Grab service system, do develop the contain of Munchies social media contains and system development and partnership in selected bazar and event .

It is very important to have strategy implement by now since they just started to boost up their sales and revenue in the competition as well to growth. As If the writer expects to be able to help sales after implementing a strategy that has been made for the owner, it is author hoped that in the future they will have a bigger market, and more efficient ways as well reduce costs of Promotions.

Keywords: *Growth of sales promotion, Promotion towards Consumer*