

# UNIVERSITAS INTERNASIONAL BATAM

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*Faculty of Economy  
Management Study Program  
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## ***DESIGN AND APPLICATION OF PROMOTION MIXED STRATEGIES IN PT. SUMBER BARU PERKASA***

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### ***ABSTRACT***

*This report aims to describe the results of practical work done by the author in September to December 2019 at PT. Mighty New Resources. The main problem faced by this company is a decrease in turnover so the writer chooses the location of this practice workplace to be able to help increase this company's turnover. The method used in implementing it during practical work is by conducting interviews, direct observation of spaciousness, design and application.*

*The promotion mix system is a strategy used in practical work locations to help increase turnover every month. This designed system has been adapted to the needs and market share of the company. The output of this practical work is a promotional strategy designed to help companies overcome the problem of reducing turnover periodically.*

*Promotion mix system implemented at PT. Sumber Baru Perkasa includes a promotion system, namely by making large-scale promotional discounts on some items that are selling in the market so that it becomes an attraction for customers. Sales promotions are also designed by combining items that are not selling with items that are selling so that it can help rotate money. After implementing*

*Keywords: promotion mix strategy, increase in turnover*