

UNIVERSITAS INTERNASIONAL BATAM

*Faculty of Economics
Management Study Program
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APPLICATION OF PROMOTION STRATEGY MIX ON BUSINESS "PURI LAUNDRY "

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ABSTRACT

The practical work done by Writer really helped Laundry's owner to develop her business, located in Cipta Puri next to the Putera Batam campus, which was established in 2018 by its owner named Mrs. Ratna.

This practical work was done from December 01, 2019 to February 28, 2020. The author carried out her duties starting from observation and interviews with the laundry business owner, then do the strategy design and implement what strategies the author's have designed.

The strategies made by the writer for Puri Laundry are by promoting Laundry with social media and by distributing brochures and giving cards called Reward Cards for customers to get a free washing promotion. The projects are able to increase the income of Puri Laundry that entices customers to repeatedly do the laundry in the Puri Laundry.

Keywords: Promotion, Social Media.