

UNIVERSITAS INTERNASIONAL BATAM

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PROMOTION MIX DESIGN IN RAINBOW SALON

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ABSTRACT

The main purpose of the author carrying out this practical work project in the Salon Rainbow is to introduce some appropriate promotional strategies to help increase sales in Salon Rainbow and help this company reach the wider society and create new customers located in the city of Batam as well as outside the city of Batam. The practical work project starts from September 2019 until February 2020. The data collection technique of this study is gathered using observations and interviews directly with the salon owner to obtain the data needed to continue this project.

Promotion mix that applied to Salon Rainbow is by offline and online promotions and advertisements. Online promotion is done through social media platform on Instagram while offline promotions are carried out by distributing member cards and reward cards where customers can enjoy discounts and ongoing promotions at the salon with the terms and conditions set. In addition, Salon Rainbow also distributes brochures to the society around the salon.

The results of the implementation of the promotion mix carried out at Salon Rainbow gave a positive impact and sales turnover also increased by 10%. Creating Instagram account and advertisements that have been done help Salon Rainbow in gaining new customers.

Keywords: Promotion Mix, Advertising, Direct Marketing, Sales Promotion