

***IMPLEMENTATION OF PROMOTION MIX STRATEGY IN
IMPROVING BUSINESS ACTIVITIES OF CV. DIAMOND***

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ABSTRACT

Marketing promotion activities are now increasingly important in increasing the number of customers and consumer knowledge about the products and services being marketed. Increasingly fierce business competition requires business actors to be creative in carrying out promotional activities, so that this business gets maximum results for the company.

CV. Diamond is a company engaged in refilling drinking water that is needed by the entire community. So far, CV. Diamond has not run any promotions regarding the products it sells to customers. So that the number of customers does not develop according to the target business applied. Because competition in the refill water business is also quite heavy, because many similar businesses also open businesses in the housing environment. Because of these conditions the author feels the need to provide assistance with the design of promotions to increase the number of customers.

With the adoption of a promotional mix design on the CV. Diamond is expected to increase the number of customers who will increase this business activity and provide benefits in business operations.

Keywords: promotion mix, advertising, sales promotion, refill drinking water