

UNIVERSITAS INTERNASIONAL BATAM

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USE OF PROMOTION MIX STRATEGY MONAS LAUNDRY

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ABSTRACT

The practical work report aims to overcome the problems that have been discussed and has the aim to easily get results from the application of the Promotion Mix Strategy system at Monas Laundry to be able to complement the implementation of the Strategic Promotion Mix in the business that is being run.

The results obtained from the reviews that have been carried out as well as the collection of data that has been described and the information obtained regarding the application of the Promotion Mix Strategy at the Monas Laundry in order to provide what is desired by consumers, suggestions that can be given for the Laundry Monas are printing banners, designing brochures containing promos , discount vouchers for birthdays.

The predetermined result is to provide input in the form of suggestions for owners to be able to apply the promotion techniques that are implemented and can design new techniques to develop the business, in addition the owner can recruit employees with administrative and sales positions who have skills in the field of promotion so that in the future the owner can further advance businesses and can open branches throughout Batam.

Keywords: Banners, Brochures, Discount vouchers.