

DEVELOPMENT OF A SMALL BUSINESS AND CUSTOMER SATISFACTION IN CULINARY BUSINESS (Case Study on MSMEs *Dapur Esah*)

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ABSTRACT

This final project is entitled Development of a Small Business and Customer Satisfaction in Culinary Business (Case Study on MSMEs *Dapur Esah*). The purpose of this final project is to determine the business development strategy, marketing mix, constraints and solutions faced during the implementation of this final project. This final project uses 3 methods consisting of a project preparation plan, a project implementation plan, and a project completion plan. The results of the implementation of this final project, uses the Analysis SWOT, and applying Internal operation planning, strategic (Long-Range) planning, the short-term operating plan, budgeting and profit planning, management reporting & control. The marketing mix of *Dapur Esah*, authors uses the 7P marketing mix method, namely product, place, price, promotion, people, process, and physical evidence. The method of pricing uses Cost Plus Pricing where product price determination is obtained from production costs and marketing costs as well as the desired margin. Then promotion was carried out, including creating promotional media such as social media (Whatsapp, Google Maps, Facebook and Instagram), and word of mouth promotion. The implementation of this final project starts from 1 August to 30 November 2022. The completion of the total income of sales profit is IDR.28,650,000.

Keywords: Development Strategy, Marketing Mix, Culinary Business, Customer Satisfaction