

PLANNING OF MARKETING SEHATEA DRINK

(Aspect of Marketing)

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Abstract

Sehatea Drink is Product cannot be separated From their Innovation in creating interesting and appetizing drink. This Brand is also known for the concept of their store name that is easily recognizable, Location is not far from the city and easy to find and for visitors or consumers. The purpose of this final Project is to marketing mix 4P,The Implementation Project of the Sehatea Drink.This final Project uses 3(three)method cosisting of a Project Preparation Plan, A Implementation Project plan, Accomplishment Project plan. The result of this final project Marketing Mix 4P, Design New product Sehatea Launched the latest drink made from mixed syrup, Improve Product In creasing the productivity pf new product and old product, Place of the market sehatea first market place in the location street Gatot Subroto, and the Marketing market Open Pre-Order and delivery of a minimum purchase of 3(three)cups,Create/Intensive Social Media Marketing by target consumers who us Social Media such as Facebook,Tiktok, Whatshapp and Instagram, Design Brochure type of promotion is marketing brochure,HPP of new Product Divide the total cost by adding up the product units to get COGS per unit,Selling Price of the product Sehatea Drink all costs Ranging from Production cost, Marketing cost and Operational cost are Calculated and the pricing method of IDR 7.000 at new product and old product IDR 15.000 and IDR 5.000 for Original Tea. For Implementation time of this final project starting from November 9,2023 to December 23,2023, the completion of the sehatea Drink Product project is set at A price of IDR 7.000 at new Product, IDR 15.000 old Product and IDR 5.000 for Original tea per cups, with a profit of IDR 490.000.00. The Report project consists of a report on the implementation of project activities

Keywords: *Business, Marketing, Drink, Sehatea Drink*