

THE STRATEGY OF PRICE WAR AMONG SALONS IN BENGKALIS

(Case Study of Dern Beauty Center, Elite Salon Spa and Ayong Salon in Bengkalis)

Student Name : **Khairun Nisak**
Registration Number : 5404201273
Advisor : Wan Junita Raflah, B.Sc., M.Ec, Dev
Student Institue : State Polytechnic of Bengkalis

ABSTRACT

A price war is a competition between companies or businesses that lower the prices of their products or services to attract consumers. Price wars can have negative impacts, such as reducing product quality, damaging company reputation, and reducing employment opportunities. To deal with price wars, several strategies that can be implemented include focusing on product value, market segmentation, and adding value to products. Based on the table above, it can be seen that there are similarities and differences in the implementation of standardized price war strategies by Salon. These are the differences and similarities concluded by researchers. Product, Products that are different in satisfying customers by differentiating aspects quality, style, brand, packaging, service, warranty, after-sales, and features (product characteristics). Price The price depends on the consumer's use Dern Beaty Center, Elite Salon Spa and Ayong Salon salon products are more expensive if using individual products and cheaper prices when using the product package. Promotion Promotions are carried out using two strategies, namely offline and online.

Keywords: Strategy, Price, War Among, Salons in Bengkalis.