

BUSINESS PLANNING AND MAKING OF TAHU WALIKKU (Review of Marketing Aspect)

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Abstract

This final project is entitled "Planning and Making the Tahu Walikku Business (Marketing Aspect Overview). The purpose of this final project is to know Segmenting, Targetting, Positioning, and the marketing mix and to find out the obstacles faced during the marketing process and the solutions that can be given from the obstacles faced. This final project uses 4 methods consisting of a project preparation plan, a project implementation plan, a project completion plan and a project reporting plan. The results of the implementation of the Tahu Walikku project showed the existing market segments in Bengkalis targeting all types of people, both men and women. The current market position of Tahu Walikku has the advantages and uniqueness of processed tofu with a savory taste and without preservatives. The marketing mix in this project is the Tofu Walikku brand, which is packaged using white shihlin paper, complete with a packaging label and skewers decorated with the product logo. The selling price for this product is IDR 10,000 / pcs. The marketing place is located in Air Mancur with a promotion system using social media and direct selling. The obstacles faced are the weather that is prone to rain, the products produced are not durable, the pandemic period has not yet been completed, and project implementation is not carried out as planned. The solution to the obstacles is to do more intense promotion on social media, immediately carry out the marketing process, and carry out projects in November.

Keywords: Business Planning, Segmenting, Targetting, Positioning, Marketing Mix