

DEVELOPMENT STUDY ON ICE CREAM PRODUCT (CASE STUDY OF ICE CREAM TONG-TONG MR. SUGITO)

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ABSTRACT

This final project aims to find out development study of ice cream Mr. Sugito, market development strategy from the product side, market development strategy of the sales system, then how the respondent responds to the strategy carried out and constraints and solutions during the final project implementation. This final project is carried out in several stages, namely the preparation, implementation and completion stages. From the completion of the project, it was found that the production process for the ice cream casks carried out several stages, starting from the mixing stage of the ingredients until the ice cream tong-tong are ready. The sales system used is an online sales system. As many as 80% of respondents said they agreed with the development strategy being carried out. As well as having problems in the easy delivery process of liquid and packaging for ice cream tong-tong and the solution given by using a cooling bag and replacing special ice cream packaging.

Keyword : Production, *Ice cream* tong-tong, Marketing