

BUSINESS PLANNING AND PRODUCTION
NIGHT LAMP “NLZI (NIGHT LAMP IFZI)”
(Review Of Marketing Aspect)

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ABSTRACT

This final project aims to produce the "NLZI (Night Lamp Ifzi)" night lamp and market it in Bengkalis District, besides that it also determines the right marketing strategy in marketing the "NLZI (Night Lamp Ifzi)" night lamp and finds out the constraints and solutions during the implementation of the "NLZI (Night Lamp Ifzi)" sleep lamp activity. The results of the implementation of this final project consist of a project preparation plan, project implementation plan, project completion plan and project reporting plan. In the preparation stage, the most important thing to prepare is capital preparation, preparing tools and materials, knowing STP, knowing the Marketing Mix, surveying locations to market. In the implementation phase of this project, packaging of the product is carried out. Meanwhile, in the project completion stage, namely marketing products that have been packaged, have been sold. The project reporting consists of project implementation reports and project implementation financial reports as much as 4 times the marketing process.

Keywords: Lighting, Palm Oil, Marketing Mix, Marketing