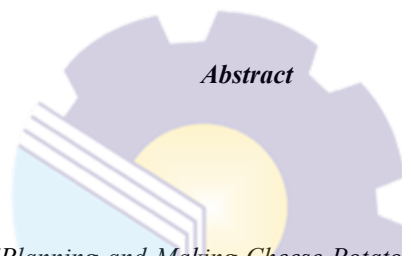


# **PLANNING AND MANUFACTURING OF BUSINESS “BOBO ENAK” CHEESE POTATO BALLS (MARKETING ASPECT REVIEW)**

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## **Abstract**

*Project entitled "Planning and Making Cheese Potato Balls Business (Marketing Aspect Review)". The purpose of this final project is to find out Segmenting, Targeting, Positioning, and the marketing mix as well as to find out the obstacles faced during the marketing process and the solutions that can be given from the obstacles faced. In this final project using 4 methods consisting of project preparation plans, project implementation plans, project completion plans and project reporting plans. The results from the implementation of the Cheese Potato Balls project show geographic segmentation in the Bengkalis area. Demographically, it can be consumed by all types of groups and incomes, and psychographically, consumers who like this snack can be consumed. The target is for all groups, namely children to adults, both male and female. Positioning Cheese Potato Balls are currently able to produce and maintain products with good taste, and become products that are always awaited by consumers. The marketing mix for this project is under the brand name Potato Cheese Balls packaged using Ivory paper with product labels. Pricing for this product depends on the content variant. Original amounting to Rp. 10,000/box, the variant of meatball and sausage is Rp. 12,000/box, and the variant of the mix is Rp. 13,000/box. Distribution channels used to market Cheese Potato Balls are Level Zero Channels and promotional aspects using social media such as Instagram and WhatsApp. The obstacles faced are weather that is prone to rain, the products produced are not durable products, and many new products are created. The solution to the problem is choosing a delivery schedule when the weather is sunny, doing marketing immediately, and promoting more vigorously on social media.*

**Keywords:** *Marketing Mix, Business Planning, Positioning, Segmenting, Targeting*