

***BUSINESS PLANNING AND MAKING***  
**LUPIS CAKE ASSORTED FLAVORS “LUKASA”**  
***(Review of Marketing Aspect)***

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***ABSTRACT***

*This final project aims to find out how to plan and make a business of various flavors of Lupis cakes, in addition to knowing STP (segmenting, targeting, positioning), knowing the marketing mix (marketing mix) and knowing the constraints and solutions during the implementation of various flavors of Lupis cakes. The method of implementing this final project consists of a project preparation plan, project implementation plan, project completion plan and project reporting plan. The segmentation used in the Lupis Cake Assorted Flavors product is a product that can be enjoyed by men and women from the level of children to the elderly. The target market for this product is the Bengkalis community. The market position of this product relies on unique culinary and unique services. The resulting product is a variety of flavored Lupis cakes with a selling price of around Rp. 10.000 to Rp. 15.000. The place where this product is marketed is through a type of marketing channel route from the producer directly to the consumer and social media. Constraints in the marketing process difficulty in finding customers, products that do not last long. The solution is that the product must be marketed immediately and open an open order system for a long period of time.*

***Keywords:*** *Various Flavors , Marketing Mix, Glutinous rice, Marketing, Healthy*