

***BUSINESS PLANNING AND PRODUCTION OF KUPAT
TOFU SPECIAL “MOMMY”
(REVIEW OF MARKETING ASPECT)***

Name Of Student : Romisah
Student ID Number : 5103191400
Advisor : Erma Domos. B.A,MTCSOL

Abstract

The purpose of this final project is to find out how to plan and manufacture the "Mommy" special Kupat Tahu business, to find out the marketing strategy and determine the marketing mix that will be carried out in the "Mommy" special Kupat Tahu business, to find out the obstacles faced during the marketing process and solutions. that can be given from the obstacles encountered. In this final project using 4 methods consisting of project preparation plans, project implementation plans, project completion plans and project reporting plans. The results of the implementation of this final project are for the preparation stage, in the marketing section the first thing to do is prepare capital, site survey and market the product, product preparation, design and make labels to the process of making product packaging. For the implementation time of this final project starting from September 18, 2021 to December 4, 2021, which is located on Jalan Apramuka Gg. Mangis Bengkalis by selling by delivery order. Completion of the Kupat Tofu special “Mommy” product project set a selling price of Rp. 10,000,-/Box. Project reporting consists of reporting on the implementation of project activities and financial reports on the implementation of project activities.

Keywords: Planning Business, Kupat Tofu, Marketing