

***PLANNING AND MANUFACTURING OF BUSINESS
CHOCOLATOS GORENG “3B”
(MARKETING ASPECT REVIEW)***

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Abstract

The purpose of this final project is to determine the segmenting, targeting and positioning of Chocolatos Goreng “3B” products, then to find out the marketing mix in the Chocolatos Goreng “3B” Business Planning and Manufacturing project. Then to find out the obstacles in the implementation of the Chocolatos Goreng “3B” Business Planning and Making Business in terms of the marketing aspect, and to find out solutions to the obstacles in the implementation of the Chocolatos Goreng “3B” Business Planning and Manufacturing in terms of the marketing aspect. This final project uses 4 (four) methods consisting of a project preparation plan, a project implementation plan, a project completion plan and a project reporting plan. The results of the implementation of the final project are for the preparation stage, in the marketing section the first thing to do is capital preparation, site surveis to market products, preparation of materials and equipment, designing label designs and determining product packaging. For the implementation time of this final project starting from October 09, 2021 to December 14, 2021, which is located on Jl. Scouts, Bengkalis with delivery system. Completion of the Chocolatos Goreng “3B” Product project set a price of Rp. 10,000,-/Box . Project reporting consists of reporting on the implementation of project activities and financial reports of project activities.

Keywords: *Planning, Business, Chocolate, Marketing*