

PLANNING AND MAKING OF PAPAYA CHIPS
“SLEBEW BUSINESS
(REVIEW OF MARKETING ASPECTS)

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Abstract

The purpose of this final project is to determine the segmenting, targetting and positioning of "Slebew" papaya chips products, then to find out the marketing mix in the "Slebew" Papaya chips Business Planning and Business Development project, then to find out the obstacles in the implementation. The "Slebew" Papaya Chips Business Planning and Development project in terms of the marketing aspect, as well as to find out the solution to the obstacles in the implementation of "Slebew" Papaya Chips Business Planning and Business in terms of marketing aspects. 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 department, the first thing to do is capital preparation, location surveys to market the product preparation materials and equipment, designing label designs and determining product packaging. For the implementation time of this final project starting from 16 Oktober 2021 to 30 December 2021 which is located at Jl. Pramuka, Bengkalis and outside puff with a delivery system. The completion of the "Slebew" Papaya chips Product project set a price of Rp. 5000, - / pack. project reporting consists of reporting the implementation of project activities and financial reports of project activities.

Keywords: *Planning, Business, Papaya, Marketing*