

***PLANING AND MAKING OF VARIAN FLAVOR GREEN BEAN
PEYEK "NOSE" BUSINESS.
(Marketing Aspects Review)***

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This final task project aims to find out how to plan and create a green bean peyek business flavor variant "NOSE", in addition to determining the marketing strategy and marketing mix that will be carried out on the green bean flavor variant, knowing the obstacles and solutions during the implementation of project activities. In this final project uses 4 methods of project preparation plan, project implementation plan, project completion plan and project reporting plan. The result of the implementation of this final project is for the preparatory stage, in the marketing section is done first preparing capital, surveying the location to be marketed. For the locations marketed, namely around the Pakning River, Sungai Alam, Air Putih, Senggoro, Penampi and in the city of Bengkalis. The stage of the implementation of this final task, packing the product. Which is where this product is sold with flavor variants (Teri, Popaye Shrimp, Salted Fish Gonjeng). In the reporting of this project is carried out during 15 times marketing. The marketing targets are all circles be it upper, middle or lower. The implementation of the project from October 3 to December 26, 2021 is marketed. The selling price of this product is Rp 3,000, - and Rp 5,000, - The stage of completion of the project by marketing products that have been packaged and then sold to consumers.

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