

***BUSINESS PLANNING AND PRODUCTION OF JAMU
MILENIA “JAMIL”
(Review of Marketing Aspect)***

Student Name : Rifki Hawari

Student ID Number : 5103191399

Supervisor : Nazrantika Sunarto, SE., MM



Abstract

The purpose of this final project is to find out how to plan and make the Jamu Millennial "JAMIL" business, to find out the marketing strategy and determine the marketing mix that will be carried out on the Jamu Millennial "JAMIL" business to find out the obstacles faced during the marketing process and the solutions that can be provided. of the obstacles encountered. In this final project using four methods consisting of preparation plans, project implementation, project completion plans and project reporting plans. The results of the implementation of this final project are for the preparation stage, in the marketing department the first thing to do is to prepare the capital, site survey to 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 October 5, 2021 to November 28, 2021, which is located on Jalan Antara Gg. Nusantara Bengkalis by selling by delivery order. Completion of the Jamu Milenial “JAMIL” product project set a selling price of Rp. 8.000,-/bottle for the millennial variant and Rp. 7,000,-/bottle for the original variant. Project reporting consists of project implementation reporting and project activity implementation reports.

Keywords: Planning, Business, Jamu Milenial, Marketing, Vaious Flavour