

MARKETING MIX OF CHOCOLATE BANANA

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ABSTRACT

This Final Project is entitled Marketing Mix of Chocolate Banana. The purpose of this final project is to find out the Marketing Mix , constraints and solutions faced during the implementation of this final project. This final project uses 3 methods consisting of a project preparation plan, a project implementation plan, and a project completion plan. The results of the implementation of this final project, the marketing mix 4P method: Products in the form of chocolate bananas that have gone through organoleptic and hedonic tests, prices using the cost plus pricing method, social media promotions (Whatsapp, Facebook and Instagram). offline by offering directly to consumers at Bengkalis hawker centers. There is no sales booth and it takes about 25 minutes to get to the point of sale so that the product is not hot anymore. The solution to keep Banana Chocolate delicious even though it's not hot anymore is to maintain a crispy taste in each roll. The implementation of this final project starts from October 27 to December 17, 2021. Completion of this Chocolate Banana project is sold at a price of IDR 5.000/Pcs. 695 pieces were sold for 20 sales with a profit of IDR 1.533.000.

Keywords: Marketing Mix, Organoleptic and Hedonic Tests, Chocolate Banana.