

PLANNING AND PRODUCTION OF CORNATO BALLS (Marketing Aspect)

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ABSTRACT

This final project is titled Planning and Production of Cornato Balls Marketing Aspects). The purpose of this final project is to find out the STP marketing strategy (Segmenting, Targeting, Positioning), Marketing Mix 7P (Product, Price, Place, Promotion, People, Process, Physical Evidence), Obstacles and solutions faced when conducting Cornato Balls product marketing activities. This final project uses 3 (three) stages consisting of a project preparation plan, a project implementation plan, and a project Accomplishment plan. The product marketing process with a pre-order system by sending a minimum of 2 (two) boxes according to the production location. Promotions are carried out online and offline to optimize sales. Business owners must be responsive in serving consumers. If there is damage to the product, the business owner will replace the new product for free. The obstacles faced are weather factors and the product is not durable and must be marketed immediately. The solution is to implement a pre-order system to minimize the occurrence of failures. The implementation of this final project starts from August 2 to November 16, 2022. The Cornato Balls Completion Project is sold at a price of IDR 5,000/box with a profit of IDR 5,384,000.

Keywords : Cornato Balls,Marketing, Marketing Strategy, Marketing Mix