

MARKETING OF MIMILK GOLDATES PRODUCT

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Abstract

This final project is entitled Marketing of Mimilk Goldates Product. The purpose of this final project is to find out the Marketing Mix, Marketing Strategy, constraints and solution faced during the implementation of this final project. This final project uses four methods consisting of a project preparation plan, project implementation plan, project accomplishment, and project report plan. The results of the implementation of this final project, the marketing mix 7P method: This product is made from milk, dates and honey, priced using the Mark Up Pricing method, social media promotion (Whatsapp, Facebook and Instagram). Offline by offering it directly to consumers and leaving it in stores by receiving reviews from consumers. The marketing strategy for this product is to use STP (segmenting, targeting and positioning). Delivery of products to consumers is not on time. the solution is to communicate with customers about delivery hours. The implementation of this final project start from August 1 to December 12, 2022. Completion of this Mimilk Goldates project is sold at a price of IDR 8,000/bottle. 585 bottle were sold for 23 sales with a profit of IDR 1,206,970.

Keywords: Marketing Startegy, Marketing Mix, Mimilk Goldates product.