

MARKETING ASPECT
PRODUCT OF TOFU NESSU

Name of Student : Sulaiha
Registration Number : 5404191247
Lecturers : Wan Junita Raflah. B.Sc., M.Ec.Dev

Abstract

The purpose of this final project is to find out how to plan and make the Tofu Nessu business, to determine the segmenting, targeting and positioning of the marketing mix that will be carried out in the Tofu Nessu business, to find out the obstacles faced during the marketing process and the solutions that can be given from the constraints faced. This final project uses 4 methods consisting of a project preparation plan, a project implementation plan, a project accomplishment plan and a project reporting plan. The results of the implementation of this final project are for the preparation stage, in the marketing section that must be done first preparing capital, a location survey for marketing product, preparation product and the process of making product packaging. For the implementation time of this final project starts from 26 September, October and December 17 2022. Completion of the Tofu Nessu product project set a selling price of IDR 1,500, - /pieces. Project reporting consists of reporting on the implementation of project activities and financial reports on project activities.

Keywords: Tofu, Marketing, Business, Planning