

PLANNING AND PRODUCTION OF CHIPS LUMPIA GARING (LUMRING) (MARKETING ASPECT)

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ABSTRACT

This final project is titled Chips Lumpia Garing (Lumring) (Marketing Aspects). The purpose of the final project is to look at marketing strategies, marketing mixes, obstacles and solutions during the implementation of the Lumpia Crisp Chips (Lumring) business. This final project is carried out using 4 (four) stages, namely project preparation, project implementation, project completion. The result of the implementation of this final project, marketing strategy with segmenting, targeting, and positioning methods. Marketing mix using 7P Produk, Price, Place, Promotion, People, Process, Physical Evidence. Product distribution through intermediaries and online sales, the obstacle faced is the difficulty of finding a store to sell Crisp Spring Roll Chips. The solution is to find a store that wants to sell Crispy Spring Roll Chips and promote vigorously so that the product is sold optimally. The implementation of this final project starts on August 6, 2022 until November 16, 2022, the completion of the Crisp Spring Roll Chips project is sold at a price of IDR. 5000 and IDR. 2000 / Pcs with a profit of IDR. 1,777,000.

Keywords : Business Plan, Marketing Strategy, Marketing Mix, Chips Lumpia Garing