

# **PLANNING AND MARKETING HERBAL MORINGA OLEIFERA TEA BAGS (Aspect of Marketing)**

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## **Abstract**

This final project is entitled Planning and Making Herbal Moringa Tea Bags (Marketing Aspects). The purpose of this final project is to see the marketing strategy, marketing mix, mistakes and solutions during the implementation of the Moringa Oleifera Herbal Tea Bags business. This final project is implemented using 4 (four) stages, namely, project preparation, project implementation, project completion, and financial reports. To see the most suitable fit for consumers using the SWOT analysis method to identify the most suitable factors and strategies. Marketing mix used 7P, product, price, place, promotion, participation, process, physical environment. This project lasted for approximately 4 months, resulting in 25 production times. The result of this project is Moringa Oleifera Herbal Tea Bags, which are made from 100% real Moringa leaves without preservative powder. Products are packaged in pre-arranged bags and become stand-up pouches, then given a logo on the front of the package and a label on the back of the package. The price is pegged at a cost plus pricing of IDR 6,000 / pouch. products sold 430 pouches for 25 times, and got a profit of Rp. 675,643.

**Keywords:** Marketing Mix, Analysis SWOT, Moringa Oleifera Herbal Tea bagst