

**“SEMINAR ON THE IMPORTANCE OF GOOD  
RELATIONSHIP WITH SUPPLIERS FOR BUSINESS  
DEVELOPMENT AND CONTINUITY  
(CASE STUDY ON PROMOTION)”**

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**ABSTRACT**

This seminar is an activity carried out to help students and the wider community gain knowledge about the importance of maintaining relationships with suppliers. The seminar method was chosen because it is more effective in conveying and receiving material. The main objective of the project to be achieved in this final project is to create or organize seminars on the importance of good relationships with suppliers for business development and continuity. Finding and determining the criteria for sponsors and donors, determining the promotional tools used such as brochures, advertisements and banners, knowing the planning and realization of the promotion budget, knowing the obstacles that occur, looking for solutions to the obstacles encountered and evaluating seminar activities through feedback from participants. The results of the project show that the technical aspects of the promotion section's work in carrying out activities are divided into several stages, namely the stage of finding project sponsors and donors, determining project promotion tools, determining the promotion budget, constraints that occur, solutions to obstacles encountered and project evaluation.

**Keywords:** Seminar, Good Relationship, Suppliers, Business Development, Promotion.