

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Polbeng Business Expo is an activity organized by students of the International Business Administration Study Program as part of their final assignment. This activity is a form of real application of business theories that have been studied during their studies, as well as a place to show off students' abilities in managing various aspects of business directly. This expo is designed to provide a forum for students to display the results of their work and innovations that they have developed during their studies, so that they can get direct feedback from visitors and other participants.

By presenting 60 tenants consisting of various types of businesses, Polbeng Business Expo offers a diversity and wealth of interesting business ideas. Each tenant displays different products or services, ranging from food and beverages. This diversity not only provides interesting variations for visitors, but also creates a competitive and dynamic environment for students. Students are required to be able to attract the attention of visitors, compete healthily, and develop effective marketing strategies for their businesses.

To support the smooth running and success of the event, Polbeng Business Expo involves various parties, including supervisors, sponsors, and local communities. Support from various parties is very important to create a quality event and provide valuable experiences for all participants. Students are also required to be able to work together in teams, manage various aspects of the event, and face challenges that arise during the preparation and implementation of the expo.

This event is expected to be a place of learning and direct practice for students in managing and promoting their businesses. Students must face various real challenges in the field, ranging from business planning, budgeting, operational

management, to customer service. Through this expo, students also learn about the importance of collaboration and teamwork, considering that the success of the event depends heavily on good coordination between the various parties involved. In addition, students also gain valuable experience in facing and solving problems that may arise during the event. Thus, the Polbeng Business Expo is not only an academic assignment, but also an educational experience that prepares students to enter the real business world.

Overall, the Polbeng Business Expo aims to develop students' practical skills in the business field, increase interaction with the community, and inspire the younger generation to dare to become entrepreneurs. Thus, this activity is not just a final assignment, but also a real contribution from students in encouraging economic growth through innovation and entrepreneurship. Through this expo, it is hoped that a new generation of entrepreneurs will be born who are creative, innovative and able to face global challenges.

Sulthan Ice tea, which combines the advantages of milk and tea, is widely loved by consumers all over the world and has become one of people's daily drink choices. Studying consumer psychology is helpful for enterprises to produce products that customers like and choose the right marketing methods according to customer psychology, so as to expand sales and improve corporate profits and benefits. Once the consumption habits are formed, it is difficult to change, and consumers are more willing to shop according to their own habits. How to cultivate consumers' consumption habits, so as to use this habit psychology to achieve sales goals needs careful consideration by enterprises. Consumer psychology can affect consumers' behavior in consumption, so that consumers can decide what products to choose. Based on this, this paper takes the sales of milk tea market as an example to analyze the marketing strategy of milk tea shop from the perspective of consumption preference, in order to provide reference for the optimization and innovation of marketing strategy of milk tea shop.

People are the main body of consumption, and every consumption behavior

seems simple, repetitive and dull, but there are very complicated psychology and behaviors behind consumers, which contain many uncertain factors, such as perception, cognition, environment, customs and so on. Consumer psychology can affect consumers' behavior in consumption, so that consumers can decide what products to choose. Studying consumers' psychology will help enterprises to produce products that customers like according to their psychology and choose the right marketing methods, so as to expand sales and improve the profits and benefits of enterprises. As a new trend, milk tea has experienced a period of change and development. The pattern of tea industry is produced to meet the current consumption demand and social and economic development, and has experienced a long time of change and development as a new trend. Based on this, this paper takes the sales of milk tea market as an example to analyze the marketing strategy of milk tea shop from the perspective of consumption preference, in order to provide reference for the optimization and innovation of marketing strategy of milk tea shop.

The reasons for the popularity of milk tea among consumers can be attributed to several factors. Firstly, milk tea offers a unique and flavorful taste that appeals to a wide range of palates. The variety of taste choices available in milk tea products, along with their good brand reputation and convenient use, make them attractive to consumers. Additionally, the psychological satisfaction and intimacy that consumers seek from products play a significant role in their preference for milk tea. Furthermore, the value proposition of milk tea, including factors such as taste, convenience, price, and product concept, influences consumers' decisions to choose a particular brand of milk tea. Overall, the combination of taste, convenience, brand reputation, and psychological satisfaction contributes to the popularity of milk tea among consumers.

Sulthan ice tea drinks can vary depending on individual preferences. Some common reasons include the unique combination of tea, coffee, and milk flavors that create a delicious and satisfying taste. In addition, this drink is often considered a refreshing beverage and is suitable for both hot and cold drinks. In addition to taste,

some people may also choose coffee milk tea because of its caffeine content which can provide an energy boost. In addition, social and cultural aspects can also influence the choice of this drink, such as popular drink trends or local preferences in an area.

1.2 Identification of the Project

From the background above, the results of the identification of the Polbeng Business Exhibition project (Case Study: Es Teh Sultan), is How to organize the Polbeng Business Expo and make the event a success

1.3 Purpose of the Project

The purpose of this project are as follows:

1.3.1 General Purpose

The general purpose of this project is to organize Polbeng Business

1.3.2 Specific Purpose

The specific objectives of the Polbeng Business Expo Es Teh Sultan project are as follows:

1. Preparing tenant for Polbeng Business Expo.
2. Creating concept of 30 promotion video of tenant.
3. Creating concept of 30 catalogs of tenant.
4. Creating the profile on tenant.
5. Posting marketing media promotion through social media.
6. Creating Financial reports of tenant.
7. Creating QRIS of tenant.

1.4 Significance of the Project

This project in significant in several aspect:

1. For Authors

The results of this project are additional knowledge in applying theoretical knowledge obtained during practical lectures specially in the field of entrepreneurship and knowing the factors that lead to success in entrepreneurship or managing an event

2. For MSME

From this project, it can help develop the profile of Qiu-Qiu Thai Tea business to be more recognized for capital references for the owner

3. For Other Parties

It is hoped that the result of this project can be used as an additions reference for furter research the same topic

1.5 Place and Time of Project Implementation

This project time of the Polbeng business expo 30 - 31 October 2024 will be held for 2 days, namely in the 9th week of lectures, and the preparation process takes 3 months. Place of Project Implementation This project will be carried out on the State Polytechnic of Bengkalis campus.

1.6 Writing System

For make it easy and give clear description about content research, as for systematics writing shared become five chapters, including:

CHAPTER 1: INTRODUCTION

In this chapter the author describes the Background of the Project, Identification of the Project, Purpose of the project, Significance of the Project, Time and Place of Project, and Writing System.

CHAPTER 2: LITERATURE REVIEW

In this chapter, the author describes the theory needed to strengthen the reasons for making the project and the design of the project to be discussed, namely previous research and theoretical basis.

CHAPTER 3: METHOD AND ACCOMPLISHMENT PROCESS

In this chapter the author describes the Project Preparation, Project Implementation Plan, Project Accomplishment Plan, and Schedule and Budget of the project.

CHAPTER 4: RESULTS AND DISCUSSION

This chapter will explain the business profile, project implementation reports, namely: project preparation, project implementation, project completion and financial reports.

CHAPTER 5: CONCLUSION AND SUGGESTION

This chapter will explain the conclusions and recommendations of the project implementation results in the previous chapters.