

ABSTRACT

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Study Program : Entrepreneurship

Title : 9p Marketing Strategy Analysis on Croffle-dong Business to Increase Sales

The culinary business or food and beverage is one of the businesses that is growing very rapidly and is in great demand by business people. The number of companies engaged in this field makes the level of competition high. These conditions will make entrepreneurs do a good marketing strategy to maintain their business. Through a good marketing strategy, it is expected to increase sales to the business.

This research is a type of qualitative research method with a case study approach. Qualitative research is research conducted in order to obtain descriptive data. The data sources used are primary and secondary data sources

From the research conducted, the results show that the marketing strategies used by Coffle-dong in making sales that are most useful for increasing sales are product quality, price, service from employees (people), and ease of transaction (payment).

Keywords: Marketing Mix, Food and Beverages Business