

Penerapan aktifitas promosi event marketing, diversifikasi produk RTD kopi, serta pembuatan SOP waitress pada UMKM Panglima Kopi =
Implementation of event marketing, diversification of RTD coffee, and the making of SOP waitresses on Panglima Kopi MSMEs

Sibarani, Tigor Samuel, author

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Abstrak

Penelitian ini berupa business coaching yang dilaksanakan di UMKM Panglima Kopi yang berlokasi di Pondok Kelapa, Jakarta Timur. Tujuan dari pelaksanaan business coaching ini adalah mendorong penjualan dan daya saing melalui penerapan aktifitas promosi event marketing dan bundling produk. Strategi diversifikasi produk baru Ready to Drink untuk take away. Selain itu, dalam upaya meningkatkan kualitas pelayanan pada pelanggan maka dibuatkan SOP Waitress pada UMKM Panglima Kopi. Pengumpulan data yang dilakukan dengan Teknik wawancara kemudian dianalisis menggunakan analisis SWOT, STP, Business Model Canvas, Value chain analysis, Marketing Mix, Porters 5 Forces, gap analysis, dan pareto analysis.

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This research is in the form of business coaching conducted at the Panglima Kopi MSME, located in Pondok Kelapa, East Jakarta. The purpose of implementing this business coaching to encourage sales and competitiveness through the application of event marketing promotion activities and product bundling. The strategy of diversifying new products Ready to Drink for take away. In addition, in an effort to improve the quality of service to customers, a SOP Waiter for the Panglima Kopi MSME was made. Data collection conducted with interview techniques then analyzed using SWOT, STP, Business Model Canvas, Value chain analysis, Marketing Mix, Porters 5 Forces, gap analysis, and pareto analysis.