

JUDUL : KEBIJAKAN PHYSICAL FACILITIES DAN PROMOTION PADA
CV ALIMA MULTIKREASI (THE HEADLINE STORE SURABAYA)

Nama : Eko Cipto Hendryk Sanjaya

Jurusan / Program Studi : Manajemen

Pembimbing I : Dra.ec. Indarini, M.M., CPM (Asia).

Pembimbing II : Christina R. Honantha, S.E., M.M., CPM (Asia).

ABSTRAK

CV Alima Multikreasi (The Headline Store) merupakan perusahaan yang bergerak dalam industri *fashion retail*, perusahaan ini baru beroperasi sejak 24 Januari 2019, di Pakuwon Mall, Surabaya. Terdapat permasalahan yang dialami oleh perusahaan, yaitu terdapat perbedaan penjualan sebuah *brand* tertentu dibandingkan *brand* lainnya, hal tersebut dikarenakan oleh tata letak beberapa *brand* yang penjualannya lebih sedikit tersebut yang memang tidak terlihat oleh pengunjung.

Pada Laporan Kerja Lapangan Kebijakan *Physical Facilities* dan *Promotion* Pada CV Alima Multikreasi (The Headline Store Surabaya) ini, peserta program *internship* sebagai *assistant manager* mengkaitkan pengalaman praktik kerja lapangan yang telah dijalani selama 216 jam kerja dikaitkan dengan teori kebijakan *physical facilities* dan *promotion*.

Kata Kunci : Fasilitas Fisik, Promosi, Bauran Ritel

*PHYSICAL FACILITIES AND PROMOTION POLICY AT CV ALIMA
MULTIKREASI (THE HEADLINE STORE SURABAYA)*

Name : Eko Cipto Hendryk Sanjaya

Dicipline / Study Programme : *Management*

Contributor I : Dra.ec. Indarini, M.M., CPM (Asia).

Contributor II : Christina R. Honantha, S.E., M.M., CPM (Asia).

ABSTRACT

CV Alima Multikreasi (The Headline Store) is a company that engaged in the fashion retail industry, this company has been operating since January 24, 2019, at Pakuwon Mall, Surabaya. There are problems that has been experienced by the company, which is there are differences in the sales of some particular brands compared to the other brands, this was caused by the layout of some brands that have fewer sales that are indeed not visible to the visitors.

The Internship Report of Physical Facilities and Promotion Policy at CV Alima Multikreasi (The Headline Store Surabaya), the internship program participant as the assistant manager linked the field work experience that had been carried out for 216 hours of works linked to the theory of physical facilities and promotion policy.

Keywords : Physical Facilities, Promotion, Retail Mix