

Pengembangan pola dasar desain grafis untuk promosi pada proq = Developing graphic design template for promotion at proq / Edward Petrus Samosir

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Abstrak

ABSTRAK

Tesis ini membahas tentang kegiatan business coaching yang dilaksanakan oleh coach dan bengkel ProQ, UMKM yang bergerak di bidang perbaikan, perawatan dan servis AC mobil. Kegiatan business coaching ini berfokus pada fungsi pemasaran. Tujuan dari tesis ini adalah untuk membantu perusahaan mengembangkan desain grafis untuk kegiatan promosi pada ProQ. Data yang dikumpulkan berasal dari wawancara dan kuesioner yang dianalisa menggunakan business model canvas, value proposition canvas, importance-performance analysis, segementing, targeting, positioning STP analysis, service marketing mix dan gap analysis.

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ABSTRACT

The thesis discusses about business coaching process conducted by the coach and ProQ workshop, MSME that engaged in automobile rsquo s air conditioner service, repair, and maintenance. This business coaching focus is mainly on marketing function. The goal of this thesis is to help the company developing graphic design template for promotion at ProQ. The data gathered from interviews and questionnaires were analyzed using business model canvas, value proposition canvas, importance performance analysis, segmenting, targeting, positioning STP analysis, service marketing mix, and gap analysis.