ABSTRACT

This study focuses on analyzing the implementation of Kotler’s 4 Ps in Five Loaves bakery company. This topic was chosen because, the writer is, at the moment, working in Five Loaves bakery company and he is obsessed in studying how far the Kotler’s 4 Ps are being implemented in Five Loaves which affect the company’s decision making process and operation. To achieve these goals, the writer did library research and field research using questionnaire to 30 respondents. And the results is, the majority of the respondents said that they are satisfied with Five loaves products. However they suggested that Five loaves have more product variety. In terms of price, the respondents did not comment much. For place matter, the respondents did not find it difficult to reach Five Loaves. While Promotion theme, they found that our brochure and packages that Five Loaves offers are interesting.
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# TABLE OF CONTENTS

The title of the paper ........................................... i
Approval ......................................................... ii
Abstract ........................................................ iii
Acknowledgment ................................................. iv
Table of contents .............................................. v

## CHAPTER 1  INTRODUCTION

1.1 Background of The Study .................................. 1
1.2 Statement of The Problem ................................ 2
1.3 Scope of The Study ....................................... 3
1.4 Goal and Function of The Study ...................... 3
1.5 Research Methodology .................................... 4

## CHAPTER 2  REVIEW OF KOTLER'S 4 Ps

2.1 What is Marketing ....................................... 5
2.2 What is Marketing Mix ................................. 6
   2.2.1 Product ........................................... 8
   2.2.2 Price .............................................. 10
   2.2.3 Place ............................................. 13
   2.2.4 Promotion ....................................... 14
CHAPTER 3 THE RESEARCH RESULTS AND THE ANALYSIS OF KOTLER'S 4 Ps IMPLEMENTATION

3.1 Conducting the Research 17
3.2 Product 18
  3.2.1 The result of the survey on 'Product' 20
3.3 Price 20
  3.3.1 The result about 'Price' from the survey 22
3.4 Place 23
  3.4.1 The result from the survey about the 'Place' 24
3.5 Promotion 24
  3.5.1 The result of the survey on 'Promotion' 26

CHAPTER 4 CONCLUSION AND SUGGESTION 27

4.1 Conclusion 27
4.2 Suggestion 28

CHAPTER 5 SUMMARY (IN INDONESIAN) 29

Bibliography
Appendix 1
Appendix 2
Appendix 3