

5. CONCLUSION AND SUGGESTION

To sum up everything that has been stated so far, during my internship I found three problems that the Victory store is facing. First, in this era, there are a lot of people who change their traditional habits into modern ones in a lot of aspects. One of the examples is that since the development of technology is increasing rapidly, people nowadays prefer to use softcopy rather than hardcopy. As a result, photocopy centers that produce hardcopy to get money are also affected. Second, photocopy service has been decreasing due to the pandemic era. Third, I found that Victory store does not have any uniqueness or value that makes it different from other stores. It can be said that Victory store is the same with other photocopy centers. In this case, the store is also still very lacking in its branding which does not have a logo, etc. Therefore, even though Victory store has been running for quite a long time, the sales of this store is still the same which is less developed.

From those three problems, I decided to choose Victory store's problem which has no value or uniqueness that can attract customers. In my opinion, the store has a chance to increase its sales if it is able to provide something unique and different from other photocopy centers. Therefore, it would be better to use an offering to maximize the sales of the store. In this case, I want to emphasize that this project will focus more on making a good offer to the customers. The particular reason for this circumstance is I want to help the store to maximize the sales and the store also can maintain its customers to come and shop more often.

The offerings are volume discount and bundling. Both offerings will be put in a digital poster and the poster will be distributed through the store's Business WhatsApp to the customers. In order to make this project, I used some theories as the basis that can help me to do things in the project. The theories consist of four main subjects: brand awareness (Latif, Islam & Noor, 2014), marketing (Fisher, 2017), promotion (Novak, 2011), bundling (Bhasin, 2018), volume discount (Messenger, 2021) and unique selling point (Bobrov, 2016).

In addition, there are nine sub subjects: brand advertising, logo, blue, red and yellow colors, digital poster, banner, social media marketing, WhatsApp, offering in marketing, volume discount and bundling. Also, I know from the data I got from several questionnaires that customer's interest in the project is showing a good response. Basically, from doing this, the store will be able to maximize its sales and increase its income from the offerings. Other

than that, since the photocopy service is the biggest segment of the store's market, the target market will be photocopy's customers as well.