

ABSTRACT

Brownies Vannisa Small and Medium (SMEs) produces steamed brownies where one of the highest selling product is chocolate steamed brownies (original). This chocolate steamed brownies product is very popular compared to other steamed brownies variants. Brownies Vannisa SMEs has a target to increase sales, but Brownies Vannisa SMEs has limited knowledge to promote steamed brownies products. Therefore, this research is conducted to provide appropriate marketing communications improvements for Brownies Vannisa SMEs in order to provide information to the target market, attracting buyers, and known in the city of Bandung. This research uses benchmarking method towards other SMEs that have similar products and has been successful in the market. The method used to collect data through in-depth interview and observations, and utilizing secondary data that collected through various scientific publications, books, and literature. Based on the result of gap analysis, it can be formulated that the recommendation of marketing communication program that can be implemented for Brownies Vannisa SMEs are use of banners, optimization of social media usage Facebook, Twitter, Instagram and become GO-FOOD partner to expand marketing reach. The next recommendation are discounting and giving price package to encourage consumers to make purchases and following bazaar to reach a large enough market.

Keywords: Brownies Vannisa SMEs, marketing communications, benchmarking