

ABSTRACT

KIMBERSHOES PROMOTION STRATEGY DESIGN IN BANDUNG CITY

There are already many shoe companies in the city of Bandung so that it can be a variety of choices that potential buyers can see. In the midst of the development of fashion trends in Indonesia, everyone is trying to start a business which makes the competition even tougher. Kimbershoes experienced a decline in the number of purchases in the last three months. The owner of Kimbershoes is still looking for a formula so that consumers can be more interested in the product. Therefore the need for a design that will be made so that potential buyers can be interested in coming and buying Kimbershoes products. With more people knowing and following the series of promotions that have been made, information about Kimbershoes will be more widespread and can increase sales. In this study, this study used the method of observation, interviews, questionnaires, and literature study. With this design, Kimbershoes can find out which are the weaknesses and advantages of its competitors so that it can be easier to determine the right positioning so that consumers can have more confidence in Kimbershoes products.

Keywords: design, promotion strategy, and kimbershoes