

ABSTRACT

VERDIAN

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THE “MARKETING IMPACT OF MANUAL BREW METHOD: DECEMBER DRIP”, TOWARDS COFFEE SALES PERFORMANCE IN THE THIRTY SIX CAFÉ MEDAN

(xiv + 61 pages; 9 figures; 22 tables; 8 appendixes)

In Hospitality industry, marketing has always been one of the most important factor to keep the brand running in the market along with the latest strategy that the brand has to offer to the market. Outstanding entrepreneurship skills to generate profit, runs the business, develop and organize, as well as product education are the challenges needed to be overcome to reach a certain goal in the business.

Through explanation and theoretical background of coffee industry in Indonesia, along with its manual brew theory, as well as the specified December drip method. A set of compilation of a previously done research and a hypothesis

The final portion of this report will include the accumulated piece of all the facts and results obtained from the whole research, gathered and organized in a conclusion. Also, the implications and recommendation for future readers and researches.

Keywords: Marketing, Coffee Industry, Manual Brew Method, December Drip, Entrepreneurship.

References: 18