

EXECUTIVE SUMMARY

THE IMPLEMENTATION OF MARKETING PROGRAM, HUMAN RESOURCES, OPERATING AND FINANCIAL PROGRAM TO INCREASE PROFITS AND CUSTOMER SATISFACTION AT “MOST WANTED/YK MERCHANDISE”

The purpose of business development reports of Most Wanted Distro that now known as YK Merchandise is to increase profits and customer satisfaction. The purpose of the business development is to meet the needs of the consumer demand.

The business plan covers the development of marketing plans, operational and human resources. In the marketing plan, there should be banners, business cards, catalogs of products, how to purchase, and provide discounts on products in special occasion. While the operational plan only makes Standard Operating Procedure for the production process. Lastly, the plan of human resources is about employee rotation and motivate the employees by the owner.

Various plans have been carried out during July to October 2011. Promotion activities have been carried out by spreading the product catalogs, business cards to places that serve the target market, and the promotion and sales through social networking. Since the plans in various fields have been successfully carried out, the researcher believes that the distributions of the YK Merchandise will be able to meet customer needs and be able to operate effectively and efficiently.

Key words: business development, marketing planning, operational planning and human resource plans