

## CHAPTER IV

### CONCLUSION AND SUGGESTION

#### 4.1 Conclusion

Based on previous chapters finally, the writer concludes that the marketing mix used at PT. Temu Kencono Gunungpati – Semarang, includes four elements:

##### 1. Product

PT. Temu Kencono Gunungpati Semarang only produce tangible product, beside that it can produce half- done product.

##### 2. Price

In determining the price, PT. Temu Kencono needs to regard some components. They are: raw material cost, transportation, the employee's salary, tax.

##### 3. Promotion

The promotion activities conducted by PT. Temu Kencono are; advertisement, selling promotion, brochure, and product sample.

##### 4. Distribution Channel.

PT Temu Kencono uses two distribution channel, they are; a short distribution channel or direct distribution channel and a long distribution channel or indirect distribution channel.

#### 4.2 Suggestion.

PT. Temu Kencono Gunungpati – Semarang has, several effective systems especially in its product distribution. Based on this fact, the writer suggests that the company should develop some strategies, which can be conducted continually to win the competition but it will not ignore the good image and quality.

Based on the result of the study, it is also suggested that the company should develop its distribution channel in the local market instead of other city-markets. By doing so, the product selling and its marketing will be easier because there would be less cost to make a local market sale. So that it can increase the company's marketing mix.