**PLAN DETERMINATION FOR PROMOTION MIX FOR SKETCH!**

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**Abstract:** Sketch! is a garment company which manufactures ready-made clothing meant for middle-class consumers between the age of 16 and 35 years. The promotion mix planning is expected to increase the company’s promotional activities and make them more effective in order to increase the company’s income and turnover. This research is a qualitative descriptive research with in-depth interview. Purposive sampling is used to select respondents who are familiar with the problems in order to obtain in-depth information. The five research informants are the CEO of Sketch!, a marketing expert, a consumer, a potential consumer, and a business competitor. Research results conclude that the company can develop their promotional activities using five types of promotion mix, namely advertising, sales promotion, personal selling, public relation, and direct marketing. This research also advises the company to maintain a good relationship with the public through sponsorship and create a company website.

**Keywords:** Garment business, Marketing, Marketing Mix, Promotion Mix

Clothing is one primary need. The increasing number of population means that the need for clothing is also increasing. Data taken from the internet states that the growth of industrial production from micro and small manufactures in the second quarter of 2016 increased by 5.74 percent compared to the first quarter of 2016. One of the contributors for the increasing production was the textile industry, which increased by 11.78 percent (BPS Online, 2016). Many clothing stores or outlets in shopping malls as well as in markets in Surabaya are the example of the growth. Sketch! is a clothing company working on garments, especially in making clothes that are ready to use. This company focuses on making customized clothes or according to customers’ customized orders. Customers inform the cost, the print or embroidery, the size (S, M, L, XL, XXL) and the type of cloth that they want to the company.

Sketch! has done marketing campaigns that help the sale of the product, which are through social media, direct selling and brochure distribution. However, the campaigns were not optimal, and product introduction to the society has not yield the maximum result. The unreached targets, from the fluctuating quantity of sales on Table 1.1 as well as the low number of customers from April 2015 to June 2016, reveal the non-optimality of the promotion.

Pre-survey to the respondents (Sketch! customers) that was conducted by the authors also reveals the importance of promotion in introducing the product to the society, apart from the quality of the product itself, the location and the price in the marketing world. According to pre-survey data, a summary of commentaries from Sketch! customers reveals that 25% of respondents believe in the importance of product quality in an attempt to make...