

LIST OF FIGURES

Figure II.1 Common Communications Platforms.....	7
Figure II.2 Implementation of SMEs Marketing Communications	8
Figure II.3 The Report of SMEs Inovative 2013	10
Figure II.4 Steps of Benchmarking	13
Figure IV.1 Brand of TS SME	21
Figure IV.2 Packaging of Milk Caramels	22
Figure IV.3 Brand of TK SME	23
Figure IV.4 Caramelt Product.....	28
Figure IV.5 Display of Caramelt product	28
Figure IV.6 Packaging of Sticky Candy	29
Figure IV.7 Content of Fanpage Facebook Ina Cookies.....	32
Figure IV.8 User Reaction to The Submitted Content.....	33
Figure IV.9 The Number of Maximum User Reaction of Status Update	34
Figure IV.10 Social Media User	35
Figure V.1 Organic Rice Packaging of Javara	40
Figure V.2 Products of Javara.....	40
Figure V.3 Modern Packaging	41
Figure V.4 Packaging of Godiva Chocolate	41
Figure V.5 The glass or plastics bottle.....	42
Figure V.6 Brand Design of Milk Caramels Product.....	43
Figure V.7 Front Side of Milk Caramels Packaging Design	44
Figure V.8 Back Side of Milk Caramels Packaging Design.....	44
Figure V.9 Social Media Content	45
Figure V.10 Implementation Stages of Marketing Communications Development	49