

LIST OF TABLES

Table 1. Business Profile.....	5
Table 2. Vision, mission, and goals	6
Table 3. Products.....	6
Table 4. CPM	7
Table 5. Competitor Analysis	9
Table 6. STP.....	11
Table 7. Marketing Mix 4P	13
Table 8. Marketing Mix 4C.....	13
Table 9. Social media marketing planning.....	14
Tabel 10. Lele Original Pricing Strategy	15
Tabel 11. Nila Original Pricing Strategy	16
Tabel 12. Lele Siap Goreng Pricing Strategy.....	16
Tabel 13. Lele Katsu Pricing Strategy	16
Table 14. Profit Calculation	27
Table 15. Production Cost.....	27
Table 16. Net Profit.....	28
Table 17. Income Statement per Desember	28