ABSTRACT

This study focuses on analyzing the implementation of Kotler’s 4 Ps in Five Loaves bakery company. This topic was chosen because, the writer is, at the moment, working in Five Loaves bakery company and he is obsessed in studying how far the Kotler’s 4 Ps are being implemented in Five Loaves which affect the company’s decision making process and operation. To achieve these goals, the writer did library research and field research using questionnaire to 30 respondents. And the results is, the majority of the respondents said that they are satisfied with Five loaves products. However they suggested that Five loaves have more product variety. In terms of price, the respondents did not comment much. For place matter, the respondents did not find it difficult to reach Five Loaves. While Promotion theme, they found that our brochure and packages that Five Loaves offers are interesting.