ABSTRAK

Bussines world promises varius benefits. The reason of big benefit raises tight competition between a player and another player that finally causes varius basic problems. Wings Coffeeshop is a new business that must follow the competition ability, this cafe needs an effective and efficient strategy to introduce its brand. It agains big brands that have been built earlier. Qualitively, the researcher collected data and described the finding result in modern marketing pattern of supporting new brand velocity. Basically, this cafe had sufficient standard that fullfilled the requirements seen from product, place and facility provided. Wings Coffeeshop also made limited cost- based modern marketing activities well, however it was not enough. Until recently, there has not been proud progress of all theyhave and done by the management. Finally, all began to be seen clearly after all the data collected, the insufficient understanding on limited cost- based modern marketing that only focused on brand introduction and cost saving. In this case, it required the right marketing pattern, which was balance pattern of limited cost- based modern marketing. Actually, before implementing modern marketing, management must prepare bases such as place, product quality, and costumer in love, employees'loyality, and target. Before the five bases have not been completed, modern marketing activities would not run effectively. After that, it was done modern marketing activities referred to three things, which were creativity, networking and build the benefits. The last prupose of modern marketing was brand power consisting five top benefits of any business. The five benefit were continous purchase, cross purchase, competitor resistance, cost insensitivity, and cutting effort. At that level, all business types would experience prosperity period. The task of Wings Coffeeshop today was to revise and fulfill the bases before doing modern marketing activities; however, all programs that have existed until today must be continued.