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CHAPTER V

POST-EVENT REPORT

A. Summary of Post-Event Report

1. Objectives

The exhibition is a part of final project in hotel operations study program. There are several reason why final project exhibition conducted:

a. To fulfil requirement for graduation

After the proposal is approved by advisory and head of hotel operations study program, writer must implement the business idea in exhibition. The exhibition is one of the requirements for graduate in hotel operations. In the exhibition, student presented the product into a booth with decoration in the table.

b. To introduce *KraukKet*

Through the exhibition writer has opportunity to branding the company. In exhibition *KraukKet* present the company profile with power point to introduce to many people. Another thing, *KraukKet* announce social media for the details information. *KraukKet* give tester of each variant to get input and suggestion about the product.

c. To analyze market segmentation for *KraukKet*

By the exhibition writer research the market segmentation for the company product. Writer find out about the age, gender and profession who suitable customer segmentation for the product. Through the exhibition, writer can know the product is good or bad according respondents who try the product.

d. To improve the qualities of product

In the exhibition *KraukKet* take the opportunity to get input about the product. Writer ask feedback to customer through guest comment card and it will be reference to improve the product. Guest comment card contains about taste, appearance, and packaging. The result of comment, should be put in the report.

2. Location and Venue

Final project exhibition held on 18th December 2019 at lobby B Universitas Multimedia Nusantara. The exhibition start from 09.00 am until 12.00 pm.



Figure 5.1 KraukKet Booth Exhibition

3. Budget

Table 5.1 Exhibition Budget

Name	Price	Quantity	Total Price
Potato	Rp 23.000,00	1 kg	Rp 23.000,00
Beef	Rp 25.400,00	200 g	Rp 25.400,00
Shrimp	Rp 35.000,00	1/2 kg	Rp 35.000,00
Tuna	Rp 30.000,00	1/2 kg	Rp 30.000,00
Spices	Rp 12.500,00	1	Rp 12.500,00
Flour	Rp 5.300,00	2	Rp 10.600,00
Bread crumb	Rp 28.500,00	1	Rp 28.500,00
Oil	Rp 12.300,00	1	Rp 12.300,00
Chili sauce	Rp 12.800,00	1	Rp 12.800,00
Mayonnaise	Rp 10.800,00	1	Rp 10.800,00
Table décor	Rp 11.000,00	2	Rp 22.000,00
Banner	Rp 60.000,00	1	Rp 60.000,00
Button badge	Rp 5.000,00	3	Rp 15.000,00
Packaging	Rp 760,00	3	Rp 2.280,00
Sticker	Rp 11.000,00		Rp 11.000,00
Food tag	Rp 3.000,00	3	Rp 3.000,00
Questioner	Rp 3.000,00		Rp 3.000,00
Total			Rp 317.180,00

KraukKet use Rp. 317.180,00 for this event and the fund come from writer.

4. Product Presentation

In exhibition, *KraukKet* provide three products display. The display are on a plate, packaging, and tester display. For plating display writer supply all variant croquette and garnish with chili sauce, mayonnaise, and chili flakes.



Figure 5.2 Table Design of KraukKet booth

For table display the theme is sunny and accentuate yellow color who take from the *KraukKet* logo. In the table writer also provide laptop as a tool for present the slide show about the company.



Figure 5.3 Product Tester of KraukKet

5. Media and Promotion

In front of the booth, writer provide x-banner to promote the product. X-banner contain about information and advertising of *KraukKet*. X-banner aims to inform to customer about the product of *KraukKet* sell. The other promotion in *KraukKet* is button badge, used by every staff. The button badge as an identity of *KraukKet* team. The customer can know the quality of staff, if customer want to rate the personality the staff.



Figure 5.4 X-banner of KraukKet

In x-banner writer input about variant and price of croquette include *Kraukket* Instagram for media promotion of the business. Writer also put the company logo and picture to make people interest. The banner color is yellow according to company color.



Figure 5.5 KraukKet Button Badge

The button badge picture is *KraukKet* logo and the shape is round. Every staff use the button badge in clothes.

6. Staffing

During final project exhibition, writer have two staff to assist the event. There are Hugo and Raynaldo from Hotel Operations at Universitas Multimedia Nusantara. There are some job description for every staff will explain below.

Table 5.2 Exhibition Staffing

Staff	Job description	Operational hour
Gebby	Prepare the product	07.00 - 12.00
	Prepare table set up	
	Stand by at the booth	
	Refill the product sample	
	Cleaning the table	
Hugo	Prepare table set up	07.00 - 12.00
	Offer the customer to taste the product sample	
	Refill the product sample	
	Cleaning the table	
Raynaldo	Prepare the product	07.00 - 12.00
	Give the guest comment card	
	Take a picture during exhibition	
	Cleaning the table	

B. Key Achievement Highlights

During exhibition, *KraukKet* collect 43 guest comment cards to get input from customer about the product. There are some achievement highlights for *KraukKet* to improve the quality of product:

1. The taste of croquette filling should be tastier
2. The shape of croquette should be different of each variant
3. Packaging better use larger size

C. Key Recommendation

1. Key Attendee Survey

During the exhibition *KraukKet* got input from customer who fill the guest comment card. *KraukKet* managed to collect 43 guest comment card in exhibition. Based on the guest comment card, *KraukKet* will improve the food appearance and packaging to make more interest the product.



Chart 5.1 Food Taste

Based on the questionnaire given, there are 23 respondent said the product was excellent, 13 respondent said was very good, and 7 respondent said was good.

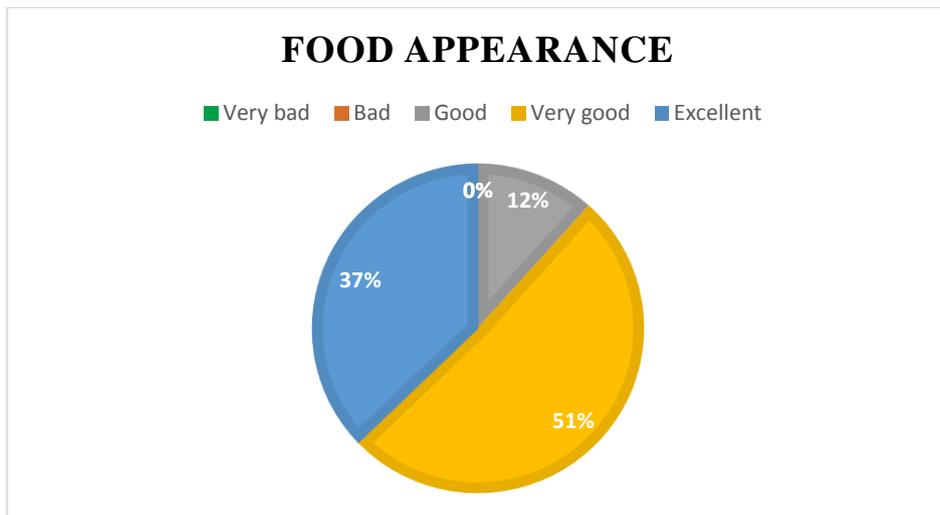


Chart 5.2 Food Appearance

Based on the questionnaire given, there are 16 respondent said the product was excellent, 22 respondent said was very good, and 5 respondent said was good.



Chart 5.3 Packaging

Based on the questionnaire given, there are 20 respondent said the product was excellent, 18 respondent said was very good, and 5 respondent said was good.

2. Recommendation Summary

From the guest comment card there are several feedback to improvement the product and *KraukKet* will implement the suggestion. There are some act to improve the product:

- a. *KraukKet* will improve the filling, give more filling inside the croquette. So, the flavor is balance between potato and meat.
- b. The skewer will cut to be short according the packaging height.
- c. *KraukKet* will change the packaging to be transparent packaging to more attractive like for example plastic cup.