



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk mengubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

CHAPTER V

POST-EVENT REPORT

A. Summary of Post-Event Report

1. Objectives

SoyAshoy joined an exhibition at Universitas Multimedia Nusantara on December 18th 2019. There are several reasons why the company joins the exhibition:

a. Part of the requirement for final project

As the owner is a last year student, final project is one of the requirement for graduation. Final project conducted in the 5th semester before industrial placement. There are several steps to complete the final project, from business proposal making, presentation, exhibition until grading by lecturers.

b. Market Research

By this event, the interest data of customers can be collected by feedback from customers that came to taste.

c. Product Development

As there are many people came to the exhibition, the owner can found customer's feedback and suggestion to develop the products quality.

2. Location and Venue

The event placed at Lobby B Universitas Multimedia Nusantara which open for public from 9 a.m. until 12 p.m. and graded by lecturers.

3. Budget

These are the budget that spent for exhibition:

Table 5.1 Budgeting

No	Item	Quantity	Price
1	Soya Bean	500 gr	IDR 5,000
2	Sugar	250 gr	IDR 3,000
3	Monin Syrup	750 ml	IDR 129,000
4	Banner	1 pc	IDR 60,000
5	Badge Pin	2 pcs	IDR 10,000
6	Survey Form	50 pcs	IDR 10,000
Total			IDR 217,000

4. Product Presentation

During the exhibition, owner prepared three bottles @330 ml of product for display. For tester, there are small cups of original, chocolate, vanilla, and strawberry flavors. Besides the product, company also displayed the bottle of syrup that used in product. For the table decoration, company set up with table cloth that the colors are match to the company logo.



Figure 5.1 Table Display

5. Media and Promotion

Through instagram account @soyashoyy.id, company posted and shared information about product and event that will be held. Besides social media, company also used x-banner during the exhibition. X-banner included general information about product variety and price. Beside that, company made a badge pin of company logo to be used by staff. Lastly, company used laptop to show a slideshow about company profile.

6. Staffing

To helps in exhibition, owner recruiting a student from Batch 3 Hotel Operations, Karin Alyssa Sascha. There are the job descriptions of the staff, such as:

- a. Prepare stuff for exhibition
- b. Greeting any customers
- c. Explain about product
- d. Ask customers feedback

B. Key Achievement Highlights

During exhibition, company collected 48 comments from customers. There are several achievement highlights that need to be improve for the product quality, such as:

1. The texture of soy milk should be thicker
2. The taste of soy too dominant
3. Better served in ice

C. Key Recommendation

1. Attendee survey

To improve company product, the writer asks for feedback from customers by survey form. These are the result from 48 comments collected, which separated into three parts (taste, price, and packaging):

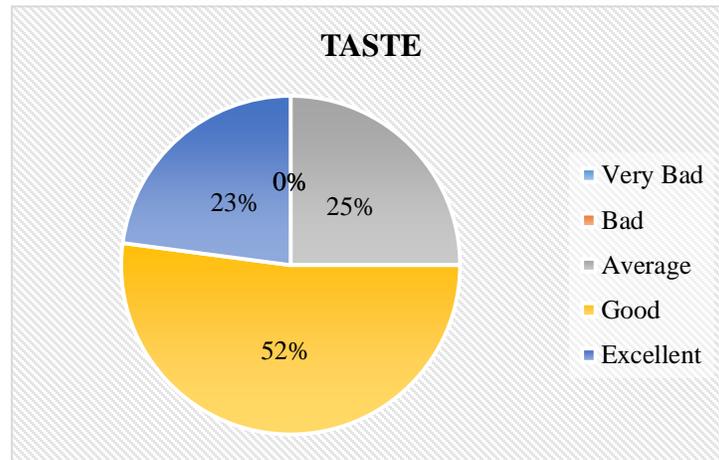


Chart 5.1 Taste Survey

Based on product's taste, there are 12 customers chose average, 25 customers chose good, and 11 customers chose excellent.

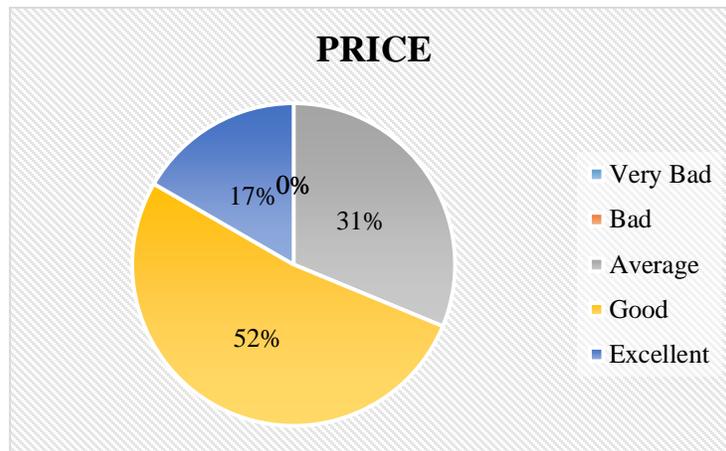


Chart 5.2 Price Survey

Based on price, there are 15 customers chose average, 25 customers chose good, and 8 customers chose excellent.

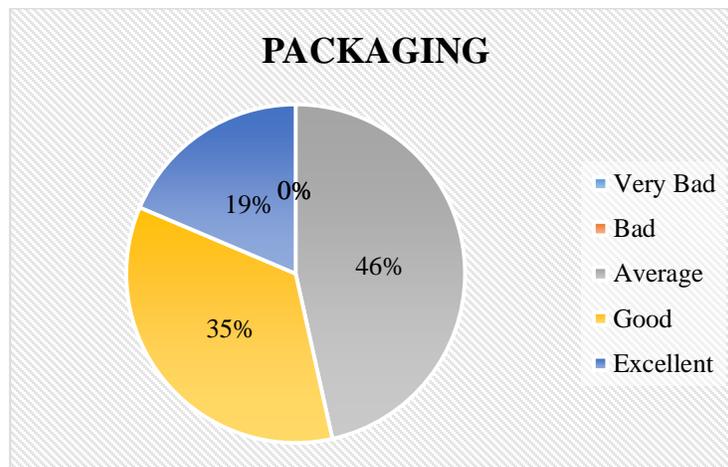


Chart 5.3 Packaging Survey

Based on packing looks, there are 20 customers chose average, 15 customers chose good, and 8 customers chose excellent.

2. Recommendation Summary

Based on customers feedback, there are some issues to be changed or improved, such as:

- a. Reduce the water quantity to make the soy milk thicker
- b. Add more flavor or change the flavoring material to give more taste to the soy milk
- c. Put the products in ice bucket to keep them cool