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CHAPTER V

POST-EVENT REPORT

A. Summary of Post Event Report

1. Objectives

Entrée Exhibition showed product's brands made by Hotel Operation students at Universitas Multimedia Nusantara are held on December 18th 2019. Hatea Ice Cream took a chance to join it because of some reasons, such as:

a. Requirement for Final Project

The concept and the product of *Hatea Ice Cream* is made by one of Hotel Operation students as a part of her graduating requirements in the last years of collages. The final project starts from 5th semester before industrial placement.

b. Introducing the Product

There will be a lot of people coming to the exhibition. It is a chance for *Hatea Ice Cream* to introducing tea infused ice cream to the visitor.

c. Product Development

During the exhibition, visitor can give a critiques and recommendation about the taste, packaging, product display about *Hatea Ice Cream*. This company will take this critiques and recommendation for making a better product that can be pleasant to customer.

2. Location and Venue

Entrée Exhibition is located in Lobby B Universitas Multimedia Nusantara, Tangerang. It is starts from 9.00 a.m-12.00 p.m.

3. Budget

Promoting the product of *Hatea Ice Cream* through an exhibition costs for about Rp 177,113. Here are the details:

Table 4.1 Budget Exhibition

ITEM	QUANTITY	TOTAL AMOUNT	
Ice Cream	9	Rp	88,713
Packing	3	Rp	8,400
X banner	1	Rp	25,000
Flyer	20	Rp	10,000
Guest Command Card	40	Rp	10,000
Cup for tester	50	Rp	10,000
Table Decoretion	1	Rp	25,000
TOTAL		Rp	177,113

4. Product Presentation

Hatea Ice Cream product is a product which can only survive at a certain temperature. The company decided to put a picture of the ice cream as a presentation of the product. Its picture was shown in the power point with the description and a brief history of the company. *Hatea Ice Cream* also displayed the packaging for the ice cream. Here are the pictures of the product:



Picture 5.1 Product Photo Presentation



Picture 5.2 Table Presentation

5. Media and Promotion

Hatea Ice Cream utilized social media in promoting their products. Every discount or new variant product will be announced at our social media account, Instagram: @ha.teaa. The company also spread out *Hatea Ice Cream* flyer which consist 50% discount for soft opening orders. *Hatea Ice cream's* company also created their own banner to shown to the prospective customer during the exhibition.



Picture 5.3 Hatea Ice Cream Official Instagram



Picture 5.4 Advertisment



Picture 5.5 Flyer



Picture 5.6 X Banner

6. Staffing

Hatea Ice Cream assigned 2 staff for promoting their product during this exhibition. First person is Clarisa Rosabela as a product maker and speaker for introducing the product and company. The other person is Rima Angelina as a server for tester and arranging the table decorations.

B. Key Achievment Highlight

This company took the opportunity to grow by taking feedback from consumers during the exhibition process. Here are some highlights obtained from 37 consumers:

- a. Strengthen the tea flavor
- b. Add more variant flavor
- c. Add various size of ice cream

C. Key Recommendation

1. Attendee Survey

Here are the results of feedback card from 37 respondents:



Chart 5.1 Food Taste

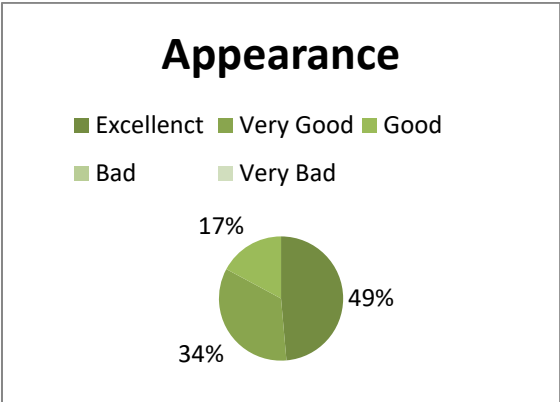


Chart 5.2 Appearance



Chart 5.3 Packaging



Chart 5.4 Price

2. Recommendation Summary

Based on feedback summary from 37 respondents, most of them think that the product is excellent both in terms of taste, appearance, packaging, and price. But still needs improvise such as:

a. Strengthen the tea flavor

Approximately 16,21% respondents comment that the flavor of tea is covered by the taste of milk, it is need to add more flavor of the tea especially for Jasmine Tea Ice Cream.

b. Add more variant flavor

Hatea Ice Cream already have 3 variant of flavor, there are matcha, jasmine, and earl grey. But 13,51% of respondents ask for new variant tea flavor, such as chamomile tea, rose tea, etc.

c. Add various size of ice cream

Hatea Ice Cream offered for 250 ml per cup. For 20,11% respondent said that they need smaller size of the ice cream. It will fit to their standard portion and also the price.