



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

The exhibition is a part of final project in Hotel Operations study program. There are several reasons why final project exhibition conducted:

- a. To fulfil requirement for graduation.

Hotel Operations study program have several requirements for the student to graduation. The exhibition is one of the requirements, before exhibition student must make the final project report first. Final project report contains company overview, marketing plan, operational plan and financial plan. The final project report must be validation by advisory & head of hotel operation department. Afterwards student can carry out the exhibition to fulfil requirement for graduation.

- b. To introduce Pie Santuy.

The exhibition also gives opportunities for branding company and Pie Santuy take this opportunity. Pie Santuy make announcement at instagram to notice people that interest with Pie Santuy. In exhibition Pie Santuy introduce with power point at laptop. The power point contains company profile and price of product, beside of power point customer can ask directly to the owner or assistant on duty.

- c. To analyze.

Pie Santuy also do some analyze customer segment & market size. The research itself is for to know the correct customer segment & market size. So the company can give the right product to the right person.

- d. To improve the qualities of product.

In the exhibition Pie Santuy want public help to improve the product. Pie Santuy make Questioner so public can give advice and feedback. Pie santuy will read and take the feedback for improvement of the company

2. Location & Venue

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

There are several items need to prepare like:

- Wooden cutting board.
- Plate.
- Products.
- Banner.
- Tablecloth.
- Basket.
- Comments box.

There are three activity:

- Looking for feedback.
- Assessment.
- Prepare & closing.



Figure 7 Exhibition1

3. Budget

Pie Santuy use Rp262.200 for this event and the capital is come from the owner.

Table 16 Budget Exhibition

Name	Quantity	Price
Medium pie	20pcs	Rp70.000
Mini pie	30pcs	Rp30.000
Mini box packaging	1pcs	Rp5.000
Medium box packaging	2pcs	Rp9.000
Ziplock packaging	1pcs	Rp200
banner	1pcs	Rp112.000
Linen	0,6mx2m	Rp24.000
Paper cake	100pcs	Rp10.000
Questioner	50pcs	Rp2.000
Total		Rp262.200

4. Product Presentation

During the exhibition, Pie Santuy provided four display products and one food plating. The concept of the table set up is elegant decorate with black linen, pearl, electric candle and white rose.



Figure 8 Exhibition2

5. Media & Promotion

Pie Santuy provided x-banner to promote the product. In x-banner contain about taste of product, logo, picture, Instagram and phone number. Another promotion is at Instagram contain about date exhibition, place, time & free sample.



Figure 9 Exhibition 3

6. Staffing

Pie Santuy have two staff to assist in the event. There are Michael Florentino and devin from hotel operations at Universitas Multimedia Nusantara. There are several job desks for the staff:

- a. Prepare table set up.
- b. Take photo during exhibition.
- c. Print questioner.
- d. Prepare product sample.
- e. Arrange the sample.
- f. Offer product.
- g. Offer public to fill the comments card.
- h. Clean up the tabl

B. Key Achievement Highlights

During the exhibition, Pie Santuy managed to collect 50 comments card. There are some achievement highlights for Pie santuy to improve the quality of the product:

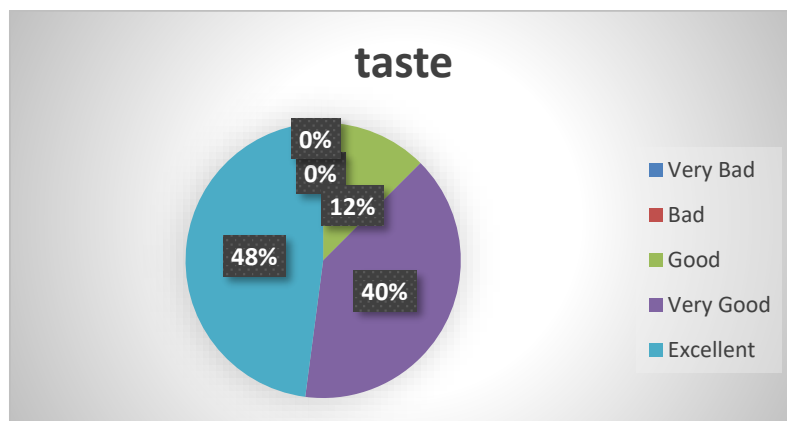
- a. The color of the product needs to be more natural.
- b. Improve the medium box packaging.
- c. Filling need more fragrant.
- d. Lowering the price.

C. Key Recommendation

1. Attendee Survey

- a. Taste chart is how good the flavor & texture in the product.
 - 1) In total 50 comments there are 6 persons give good point.
 - 2) In total 50 comments there are 20 persons give very good point because the texture is very soft and delight.
 - 3) In total 50 comments there are 24 persons give excellent because the flavor and texture is perfect for them.

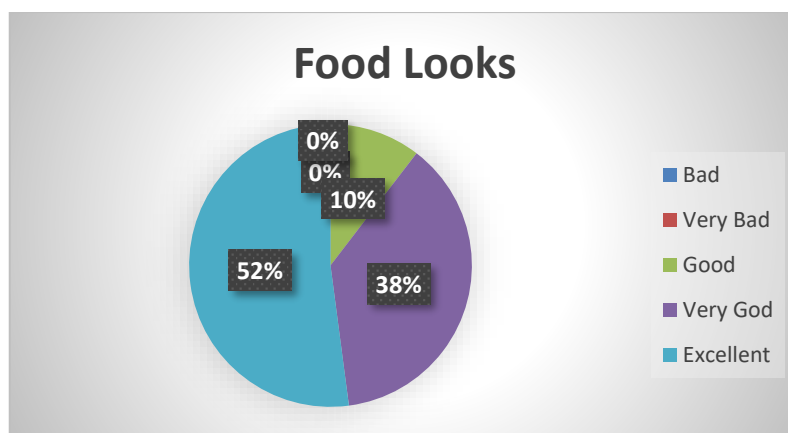
Table 17 Pie Chart 1



b. Food looks chart is the balance and aesthetic the food plating of the product and display.

- 1) In 50 comments there are 5 persons give good point because the color of the product is to bright.
- 2) In 50 comments there are 19 persons give very good point.
- 3) In 50 comments there are 26 persons give excellent because the plating and set up of the stand is elegant.

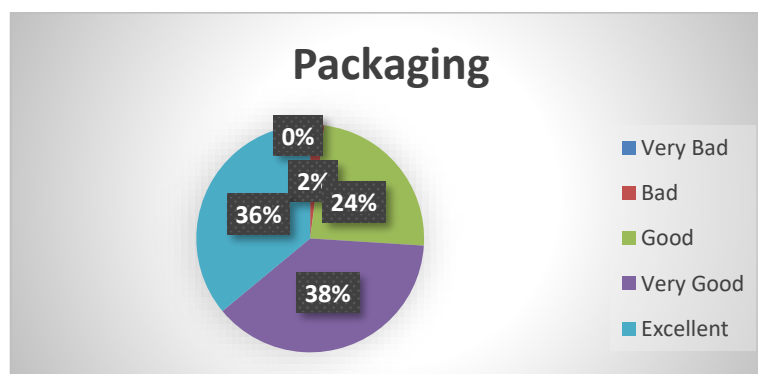
Table 18 Pie Chart 2



c. Packaging chart is how durable and easy to carry.

- 1) In 50 comments there are 1 person give bad point because is not portable.
- 2) In 50 comments there are 12 persons give good point.
- 3) In 50 comments there are 19 persons give very good point.
- 4) In 50 comments there are 18 persons give excellent point because the packaging protects the product inside.

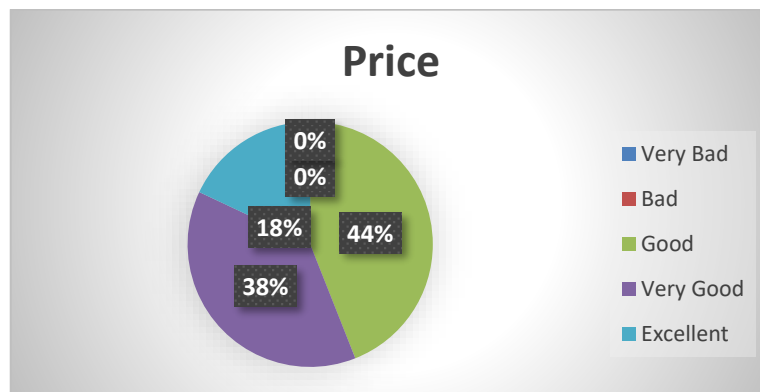
Table 19 Pie Chart 3



d. Price chart is how affordable the product.

- 1) In 50 comments there are 22 persons give good point because the price is little expensive.
- 2) In 50 comments there are 19 persons give very good point
- 3) In 50 comments there are 9 persons give good point

Table 20 Pie Chart 4



2. Recommendation Summary

From the guest comments there are several feedbacks that need to implement to Pie Santuy product there are:

- a. The color of the product needs to be more natural.
Pie Santuy will use the natural color like for strawberry is strawberry pure.
- b. Improve the medium box packaging.
Pie Santuy will use better medium box that eye catchy and portable.
- c. Lowering the price.
Pie Santuy will try lowering price by use food vendor so the ingredient become cheaper.