CHAPTER V
POST-EVENT REPORT

A. Summary of Post-Event Report

1. Objectives

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

a. To fulfill requirement for graduation

Hotel Operations students at UMN must complete the final project for graduation requirements. The final project itself consists of determining products, making business reports, reports, presenting business concepts and conducting exhibitions.

b. To Introduce Bombolo

The exhibition is done as a means to realize the business concept that has been made for six months. This exhibition is also an opportunity to introduce the Bombolo product itself to visitors. By providing the company profile on a laptop, communicate with visitors, and give product tester.

c. To Analyze

The exhibition can help the author analyze customer segmentation. Because the author can see who is the most interested in a sweet product and that analysis also can determine the main customer for this product.

d. To Improve the Quality of Product

The exhibition is a big opportunity for the author to get some suggestions from the experts and visitors about the product. Therefore the author provides the product tester and questioner for visitors to help the author increase the product so that liked by many people.

B. Location and Venue

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

Figure 3 Exhibition

2. Budget

Table 8 Budget

Name	Quantity	Price
Flour	1 kg	Rp. 10.000
Butter	220 gr	Rp. 36.000
Yeast	11 gr	Rp. 8.000
Milk	1 liter	Rp. 16.000
Whip Cream	200 gr	Rp. 30.000
Tiramisu Paste	250 gr	Rp. 15.000
Strawberry	1 pack	Rp. 10.000
Packaging	2pcs	Rp. 10.000
Sticker	1 sheet A3	Rp. 16.000
Banner	1 pcs	Rp. 60.000
Brochure	2 sheet	Rp. 16.000
Paper cup	50pcs	Rp. 5.000
Questioner	50pcs	Rp. 4.000
Table Cloth	1 pcs	Rp. 24.000
Total		Rp. 276.000

For this event, the author uses Rp. 276.000., and the capital is from the Bombolo owner.

3. Product Presentation

During the exhibition, Bombolo provides food display on a plate, food packaging and product tester with two variants that are strawberry cream cheese and tiramisu. The table decorated with pink table cloth, pink rose, and some crystals.

Figure 4 Exhibiton 2

4. Media and Promotion

Bombolo uses Instagram to promote the product and in the exhibition, the author also provides a banner, brochure that contains about Bombolo product information and also product tester.

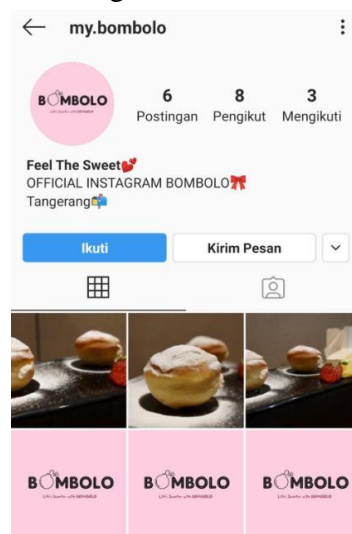Figure 5 Brocure

Figure 6 Banner

Figure 7 IG

5. Staffing

During the final project exhibition, the author has one staff the name is Felicia Budiman to assist the author in this event. She helps the author start from 08.00 AM until 12.00 AM. There are some tasks for the staff:

a. Print the brochure and banner
b. Help decorate the table
c. Prepare food tester
d. Documentation by photo during the exhibition
e. Help to serve visitors
f. Help to clean the table and exhibition area
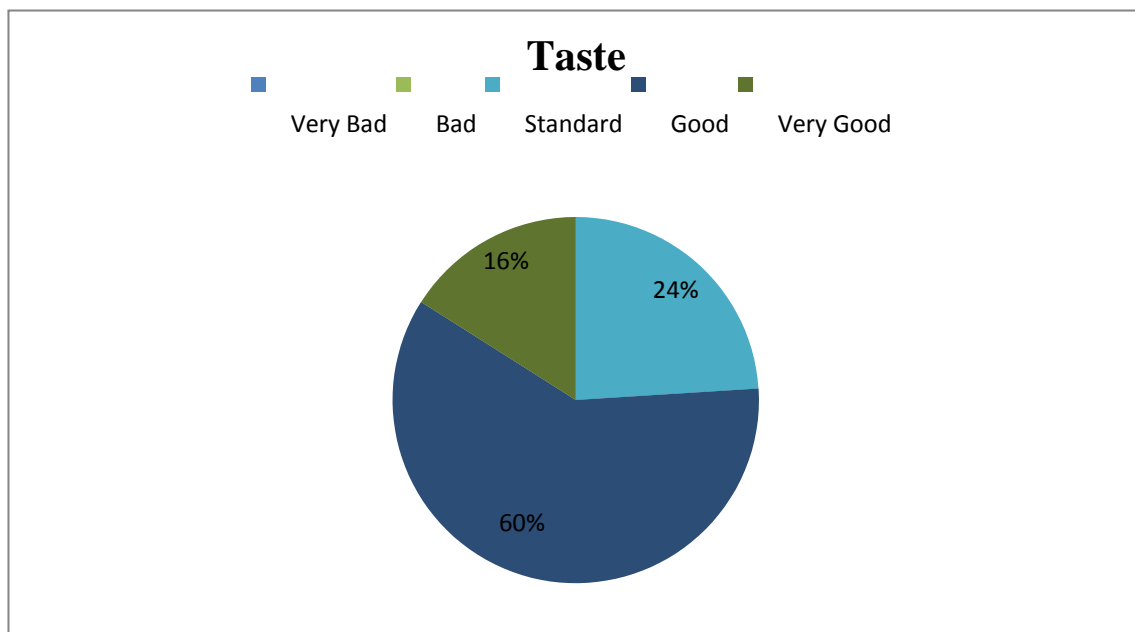
C. Key Achievement Highlights

During the exhibition, Bombolo collect 40 comments card. There are some suggest from visitor to improve the quality of the product:

1. Put more filling
2. The product too oily
3. Make the product more soft

D. Key Recommendation
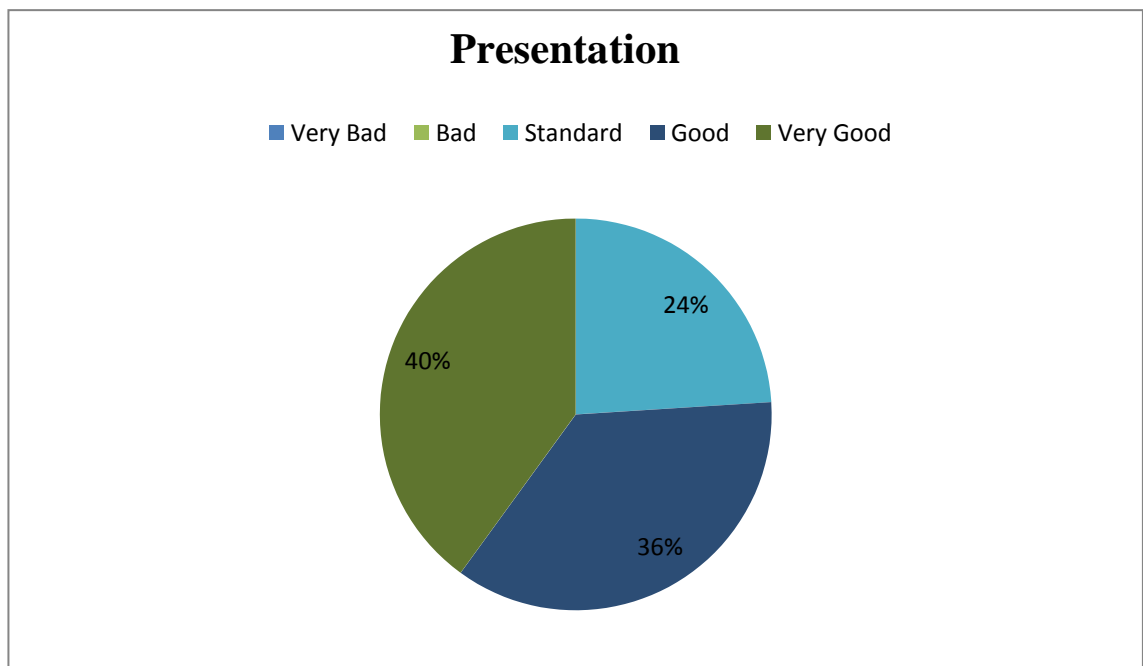
1. Attended Survey

Table 9 Survey 1

24 % (10 people) write down for the taste is standard, because they like more filling.

60 %(24 people) write down for the taste is good, because the combination of the food taste is balance.

16 %(6 people) write down for the taste is very good, because they like the taste.

Table 10 Survey 2

Presentation

Very Bad ■ Bad ■ Standard ■ Good ■ Very Good

24 %(10 people) write down for the presentation is standard, because some people comment about the banner is not good resolution, so that hard to read the information.

36 %(14 people) write down for the presentation is good, because it is quite creative.

40 %(16 people) write down for the presentation is very good, because display products, packaging and also provide tester.
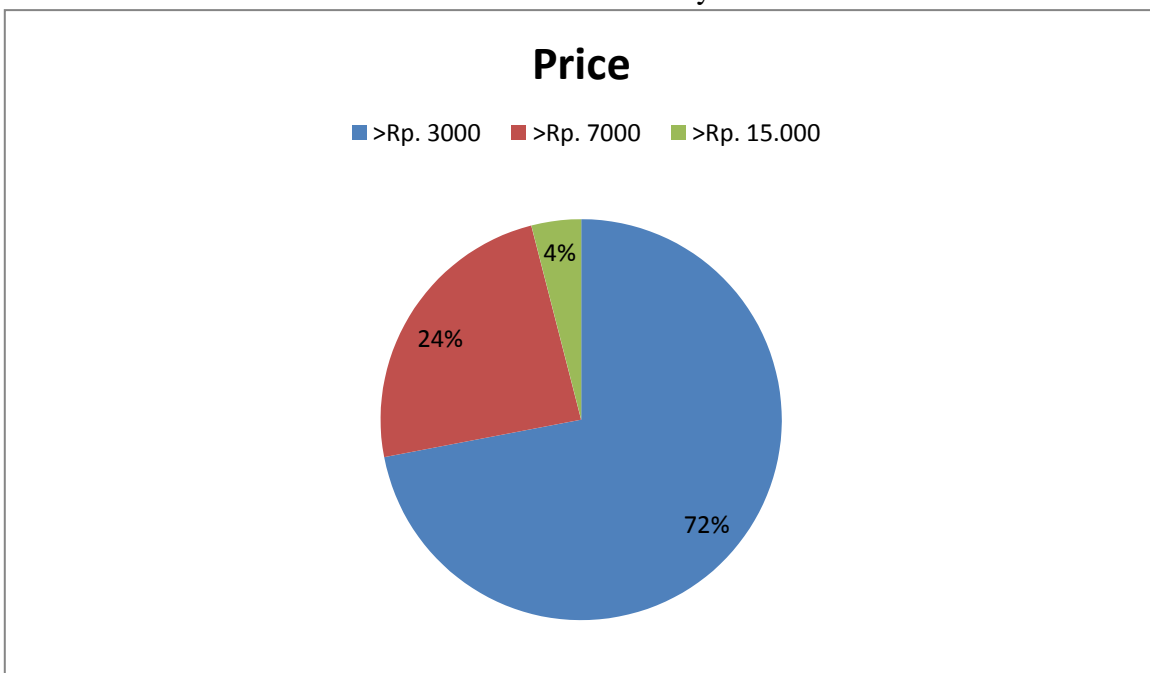
Table 11 Survey 3

Variant

■ Strawberry Cream Cheese ■ Tiramisu

50%   50%
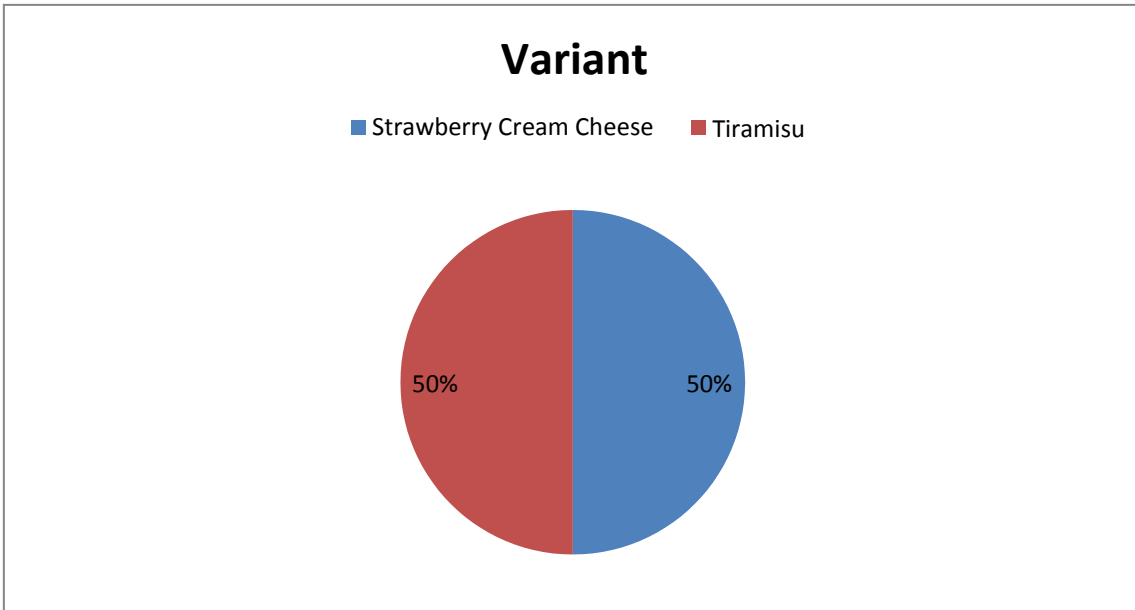
50% (20 people) write down for the variant they like strawberry cream cheese because they personal preference.

50% (20 people) write down for the variant they like tiramisu because they personal preference.

Table 12 Survey 4

Price

■ >Rp. 3000 ■ >Rp. 7000 ■ >Rp. 15.000

4%

24%

72%

72% (28 people) write down they want pay the product >3000 because the product still need some improvement.

24 %(10 people) write down they want pay the product >7000 because the product taste good.

4 %(2 persons) write down they want pay the product >15000 because the product taste good and used good ingredients.

2. Recommendation Summary

From the survey there are several recommendations from the visitors to improve Bombolo product:

a. Enhance the strawberry flavor

   Bombolo will add more strawberry in standard recipe.

b. Need to improve the dough to become more soft

   Bombolo will add more time to proofing the dough to make it softer.

c. The product too oily

   Bombolo will change the cooking technique to make it not greasy.