CHAPTER V

Post-Event Report

A. Summary of Post-Event Report

1. Objectives

   To fulfill part of the requirements of the final project, to introduce the business project in the form of cat café named *"UwU Cat House"*, to research and improve the qualities of *"UwU Cat House"*.

2. Location and Venue

   The event is located at the main lobby of Universitas Multimedia Nusantara, precisely in the building B. The time of the event starts from 09:00 a.m. until 12:00 p.m.

3. Budget

   The budget for the event is:

Cat's cage	Rp 164.800	x1	Rp 164.800
Cat's fish toys	Rp 18.490	x2	Rp 36.980
Cat's stick toys	Rp 12.800	x2	Rp 25.600
Roller for cat's fur	Rp 9.900	x1	Rp 9.900
Mug	Rp 75.000	x2	Rp 150.000
Cat dolls	Rp 50.000	x2	Rp 100.000
Bread	Rp 15.000	x1	Rp 15.000
Jam	Rp 10.000	x1	Rp 10.000
Banner	Rp 60.000	x1	Rp 60.000
Button badge	Rp 5.000	x3	Rp 15.000
TOTAL			Rp 587.280

   The total of the budget is Rp 587.280,-. The items included are: cat's cage, toys, roller, mugs, cat dolls, bread, jam, banner, and button badge.

4. Product Presentation

   The presentation of the product is done by showing the mock-up design for the café and also the display of the food that will be sold in the café.

Figure 5.1 Mock-up design 1 for UwU Cat House

Figure 5.2 Mock-up design 2 for UwU Cat House

5. Media and Promotion

    For media and promotion, the button badge of *UwU Cat House* logo used by the
    staff. The button badge function is to introduce the logo of *UwU Cat House* to
    people who visit the booth.

Figure 5.3 Button badge of UwU Cat House logo

There is also a x-banner for promoting the café. The x-banner was located at the front of the booth. The function for the banner is to introduce what is *UwU Cat House* business project about and to promote the Instagram of *UwU Cat House*.

Figure 5.4 Banner for UwU Cat House

6. Staffing

During the event, there are two staff for *UwU Cat House* booth. One male staff is called Gilar Febrizio and one female is called Valeska Valeria Preciosa.

The duties for Gilar Febrizio are:

a. To create the tester of the product

b. To create the banner and button badge for the event

c. To prepare the decoration items to be brought to the event

While the duties for Valeska are:

a. To decorate the booth

b. To help creating the tester

c. To help introducing the business project.

B. **Key Achievement Highlights**

After the exhibition, there are several highlights for writer to improve the qualities of *UwU Cat House* products:

1. The toast textures

According to the feedback of one exhibition attendee, the texture of the toast should be crispier. This situation happened due to the unavailability of heating machine for the toast to keep its temperature, therefore the texture was changed.

The solution for this situation is to provide heating machine for the toast to maintain its texture.

2. The flavor of the toast

One of the feedbacks mentioned that the flavor of the toast is lacking in variation. Therefore, the solution is for the topping/jam of the toast to be made more unique and to have a signature to it.

3. The menu offered is too simple

The food offered is too simple was also one of the feedbacks from the attendee. Then, the solution is to provide more options of food to be offered in the future.

## C. Key Recommendation

1. Attendee Survey

During the event, *UwU Cat House* conducted a survey to find out what people think about the business project. The survey had 21 respondents who graded 4 different aspects of the *UwU Cat House* business project. The aspects are: the taste of the product, the decoration of the mock-up café design, the cleanliness of the booth, and the idea of the business project.

Chart 5.1 Survey of the product taste
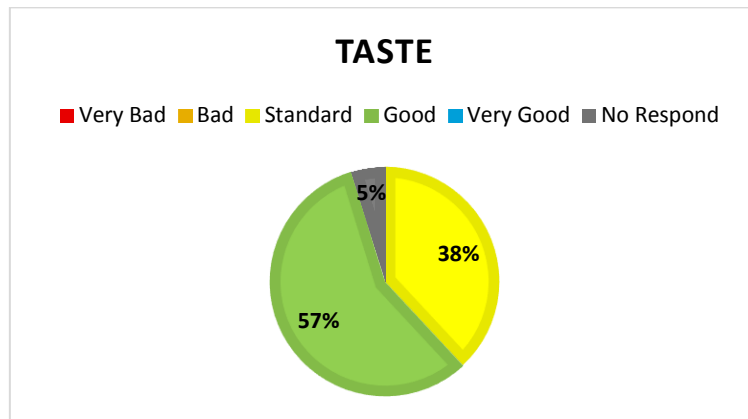
From the answers collected of 21 respondents, 8 respondents picked standard for the taste of the product, 12 respondents picked good, no respondent picked very bad, bad and very good, while one respondent did not pick any of the options.

Chart 5.2 Survey of the decoration of the mock-up design
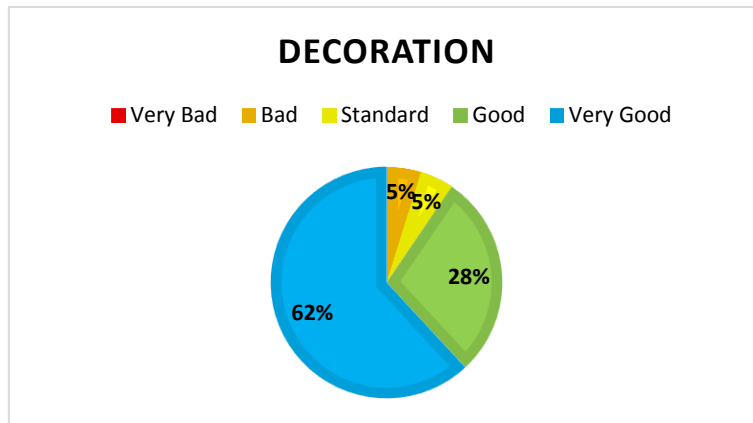
For the mock-up decoration of the café, from the answer of 21 respondents, 1 respondent picked bad, 1 respondent picked standard, 6 respondents picked good, 13 respondents picked very good, and no respondent picked very bad option.

Chart 5.3 Survey of the cleanliness of the booth
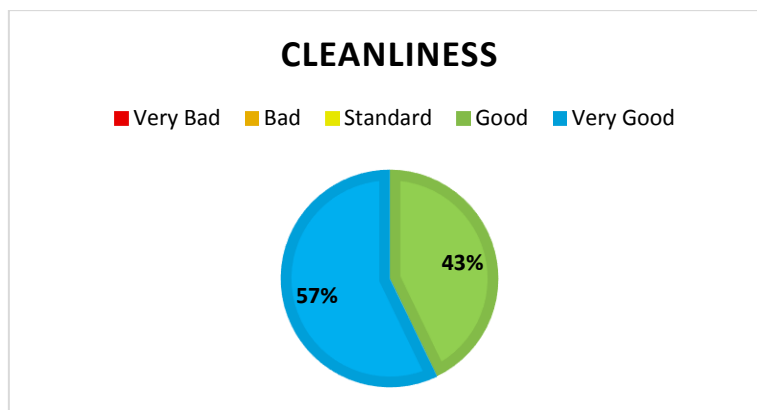
From the answer of 21 respondents regarding the cleanliness of the booth, 9 respondents picked good, 12 respondents picked very good, and no respondent picked very bad, bad, and standard options.

Chart 5.4 Survey of the idea of the business project
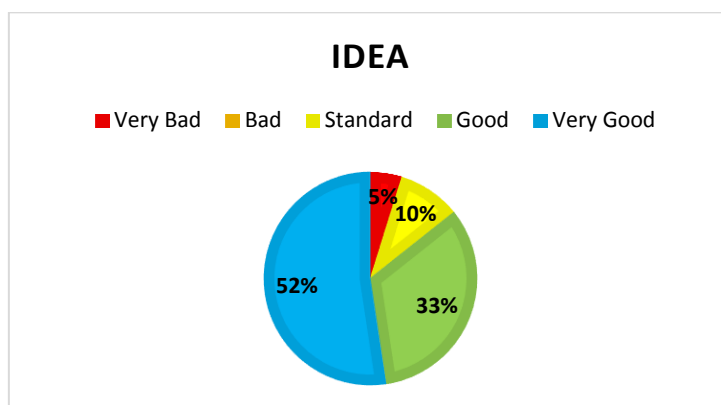
In the aspect of the idea of the business project from 21 respondents' answers, 1 respondent picked very bad, 2 respondents picked standard, 7 respondents picked good, 11 respondents picked very good, while no respondent picked bad option.

2. Recommendation Summary

    From the survey above, the writer believes that there are a few things that could be improved for the next product:

    a. For the toast product, the texture and the flavor could be improved to be crispier and to add more variance to it. It is recommended to use heating machine and create the toast with more uniqueness to it.

    b. For the menu offered to the customers, *UwU Cat House* should provide more options for the customers to try. The best way is to provide new menu other than toast and tea to be offered to the customers.