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CHAPTER V

POST-EVENT REPORT

A. Summary of Post-Event Report

1. Objective.

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

a. Requirement for final project.

As the owner is in the last semester of college, one of the requirements of graduating is complete the final project. The final project conducts in fifth semester in entrepreneurship subject. The students must follow several steps to complete the final project, starts from creating a business proposal then it will be graded through the exhibition by Head of Hotel Operations program Universitas Multimedia Nusantara.

b. Introducing Crispy Cassava.

Yuca Street Food is a new company by Maria Louisa Clarista that sells new variant of cassava product. The recipe of the product was found by the owner that maybe some people are not familiar with the product. With the opportunities given, the company tries to introduce the new product to public that hopefully could be accepted by the market and could affect the company growth.

c. Looking for market interest.

Since the company is still developing the market segment, the research regarding market's preferences or trend in market is still an important point. Yuca Street Food is targeting people from 6 - 60 years old (male and female). The data would be collected by the feedback of every visitor of the exhibition. Hopefully, after data was collected, the company could know the target market that can affect to the company growth.



Figure 5.1 Customer who came to the exhibition

d. Product development.

The exhibition visited by many people who interested in student's creativity in the hospitality industry. There are some constructive feedbacks from the visitor that could help the company to develop the product.

2. Location and venue.

The event took place at Lobby B, Universitas Multimedia Nusantara. The exhibition starts running from 9 a.m. until 12 p.m. and could be visited by anyone.



Figure 5.2 Yuca Street Food booth

3. Budget.

Table 1.1Exhibition budget

NO.	ITEM	QUANTITY	PRICE
1.	Cassava for Tester	2 kg	Rp 10.000
2.	Cassava for Display	1 kg	Rp 5.000
3.	Cassava flavoring (BBQ)	1 sachet	Rp 5.000
4.	Cassava flavoring (Roasted corn)	1 sachet	Rp 5.000
5.	Cassava flavoring (Spicy)	1 sachet	Rp 5.000
6.	Cassava flavoring (Sweet cheese)	1 sachet	Rp 5.000
7.	Flour	1 sachet	Rp 10.000
8.	Seasoning		Rp 5.000
9.	Oil	1 L	Rp 10.000
10.	Packaging	20 pcs	Rp 15.000

11.	Display plate	1 pcs	Rp 20.000
12.	Tester Plate	2 pcs	Rp 14.000
13.	Flyer	32 sheets	Rp 20.000
14.	Discount brochure	2 sheets	Rp 5.000
15.	Coupon	2 sheets	Rp 5.000
16.	Feedback sheet	90 sheets	Rp 15.000
17.	Banner	1 pcs	Rp 60.000
18.	Company pin	4 pcs	Rp 20.000
TOTAL			Rp 234.000

The total budget spent for run the exhibition was Rp 234.000,-.

4. Product presentation.

During the exhibition, owner was preparing one serving for display, three serving in packaging, and two plates for tester. For the tester, all variants of flavor was available with the same amount, 20 pieces of barbeque flavor, 20 pieces of cheese flavor, 20 pieces of spicy flavor, 20 pieces of roasted corn flavor, and 20 pieces of the original flavor. In addition, there were 20 pieces more.



Figure 5.3 Table Display and Tester Display



Figure 5.4Exhibition Table Set-up

5. Media and promotion.

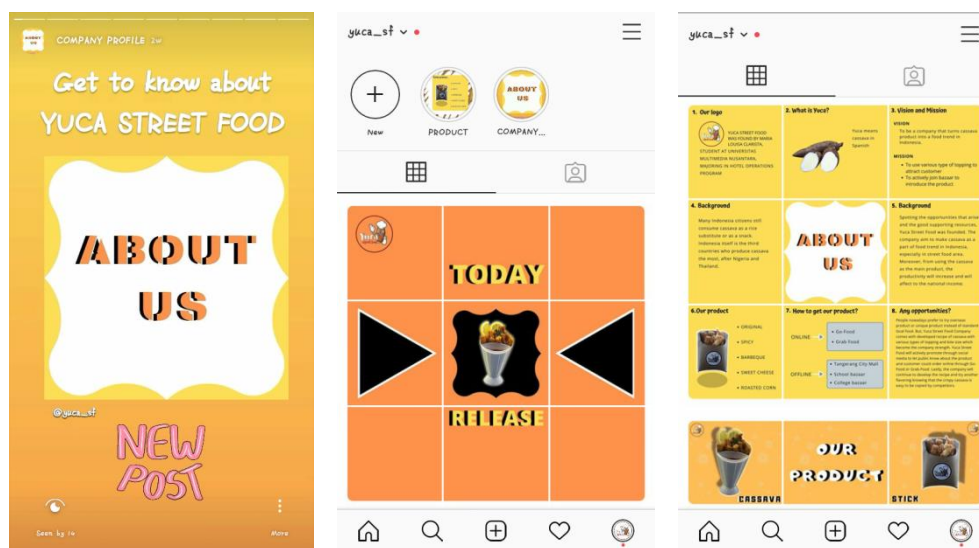


Figure 5.5Yuca Street Food Instagram promotion

To inform people that the company will join the exhibition, there were some steps that Yuca Street Food did. Firstly, created and shared the content through the instagram account in @yuca_sf. Besides giving information about the company, the instagram account also update the live situation towards to the event regarding

Yuca Street Food. Secondly, all of the staff was spreading the information about the Yuca Street Food.

The media used during the exhibition was x-banner. X-banner used to show general information about the product. The banner showed about the picture of the product and the entire variant flavor of the product. Besides that, staffs was using badge pin that show the company logo to differentiate from other company's staff. Last media that the company used is laptop that was showing the information about the company and the product in slideshow.

6. The staff.



Figure 5.6Staff

To carry out the exhibition, Yuca Street Food was recruiting several people to help the owner. The person who chosen to help is two juniors from Hotel Operations program batch 3. The job descriptions of the staff are:

- (1) Prepare the product tester. Yuca Street Food serves fresh food to be tested by the customer. The staff will start to cook the cassava before the exhibition start. After cook the cassava, staff will put in the plate so can be delivered to the visitor.
- (2) Distribute Yuca Street Food flyer to anyone who come to the exhibition. If there is a visitor who came to the booth, staff will give some of the product's sample while explain about the product.

(3) Ask people to fill out a feedback sheet after trying the product. The feedback is being used to see about the market preferences and help owner to develop the product.

(4) Stand-by in the booth. Staff will be stand beside the booth, invite visitor to try the product and deliver the company's brochure.

(5) Clean up after the event end. Staff helps to clean the exhibition and check if all of the properties were not left behind.

B. Key Achievement Highlights

After the exhibition was held, there is some highlights achievement that comes from 73 respondents:

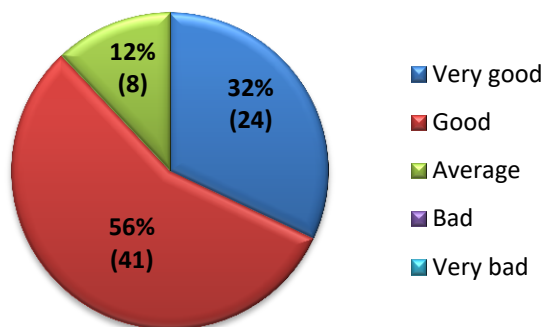
- (1) Reduce the flour usage
- (2) Add new variant flavoring
- (3) Changing the packaging

C. Key Recommendation

1. Attendee survey.

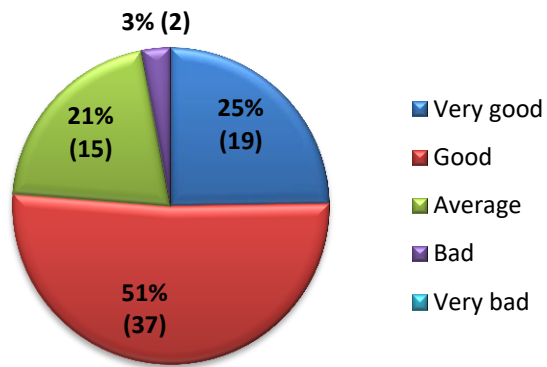
The survey was given to visitor that try the product and Yuca Street Food receive 73 feedbacks with the summary below.

a. Taste.



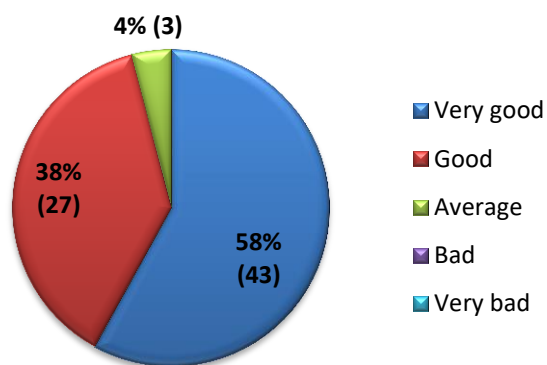
Graphic 5.1Taste Chart

b. Food presentation.



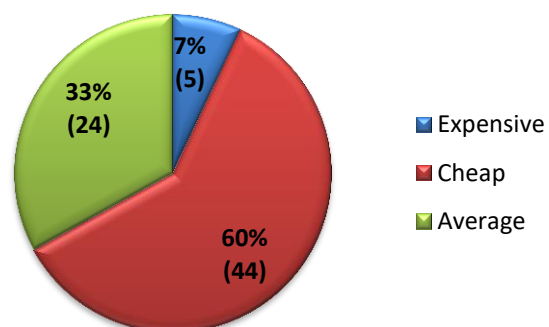
Graphic 5.2 Food Presentation Chart

c. Service.



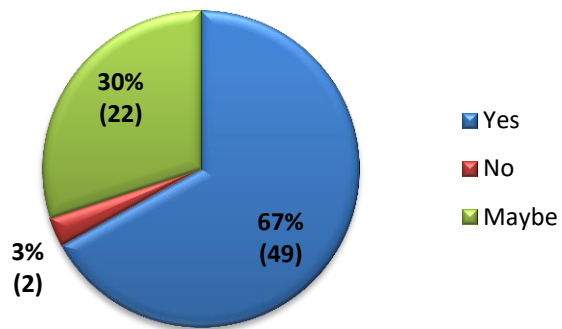
Graphic 5.3 Service Chart

d. Price.



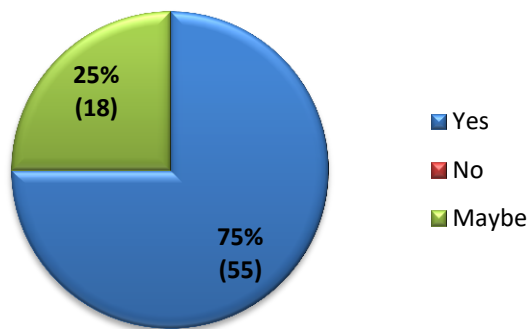
Graphic 5.4 Price Chart

e. Willingness to buy.



Graphic 5.5 Purchase Chart

f. Recommend to other.



Graphic 5.6 Recommendation Chart

2. Recommendation summary.

Based on 73 feedbacks received during the exhibition, there are some recommendations from visitor to improve the product:

- (1) Using less flour so the texture of the crispy cassava is softer and become more suitable for elderly
- (2) Try new a variant of flavoring and topping, for example, include adding some meats
- (3) Changing the packaging so the oil will not show or add plastic inside