



### **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

Entrée Exhibition showed product's brands made by Hotel Operation students at Universitas Multimedia Nusantara be held on December 18<sup>th</sup> 2019. Street Mojito took a chance to join it because of some reasons, such as:

##### a. Requirement for Final Project

The concept and the product of Street Mojito 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 5<sup>th</sup> semester before industrial placement.

##### b. Market Research

There will be a lot of people coming to the exhibition. It is a chance for Street Mojito to get market research from the visitor and it will help develop the business.

##### c. Product Development

During the exhibition, visitor can give a critiques and recommendation about the taste, packaging, product display about the product. This company will take this critiques and recommendation for making a better product.

##### 2. Location and Venue

Entrée Exhibition are located in Lobby B Universitas Multimedia Nusantara, Tangerang. Starts from 9.00 a.m-12.00 p.m.

### 3. Budget

During the exhibition for promoting the product, Street Mojito cost for about Rp 435,500. Here the details:

ITEM	QUANTITY	TOTAL AMOUNT
Lemon Syrup 460ml	1	Rp 20,800
Nata De Coco	1	Rp 6,500
Lychee Syrup 460ml	1	Rp 19,600
Fruit Punch 460ml	1	Rp 19,600
Mojito Mint Syrup 650ml	1	Rp 65,000
Guest survey card	23	Rp 10,000
Small Plastic Cup	50	Rp 4,000
Table Decoration	1	Rp 115,000
Flyer	20	Rp 10,000
X Banner	1	Rp 150,000
Sticker / Logo	40	Rp 15,000
	Total	Rp 435,500

### 4. Product Presentation



Figure 5.3 table display

## 5. Media and Promotion

Street Mojito have official account to promoting the product. All discount, new product and flavor will announced in Street Mojito official account. Instagram: @streetmojito. The company also use flyer and Xbanner to promoting the product.



Figure 5.4 flyer

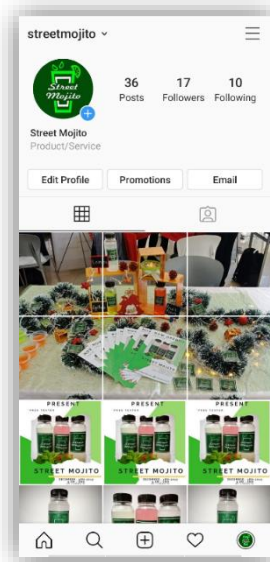


Figure 5.5 Instagram

## 6. Staffing

Street Mojito assigned 2 staff during the exhibition for promoting and making the product. First staff is Ceindy Kristalia as a CEO and speaker for introducing the product also arranging table decoration. The second staff is Dyana Ameilia as assistant to serve the drink and documentation the picture.

### B. Key Achievement Highlights

After the exhibition was held, there is some highlights achievement that comes from 23 respondents:

- a. Reduce the sugar.
- b. Add new variant flavoring.
- c. Add the other size of the bottle.

### C. Key Recommendations

1. Attendee Survey from 23 respondents:

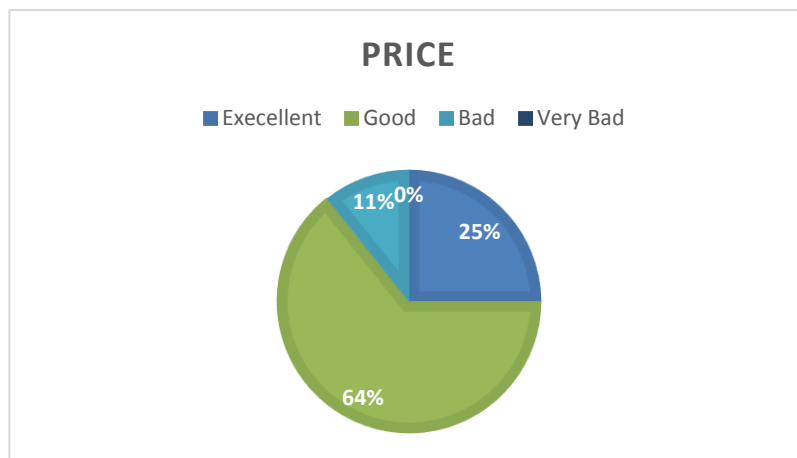


Chart 5.2 Price Survey

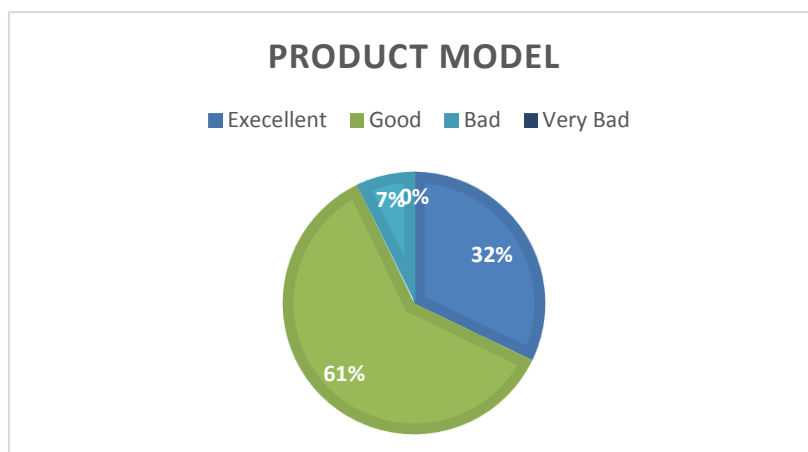


Chart 5.3 Product Model Survey

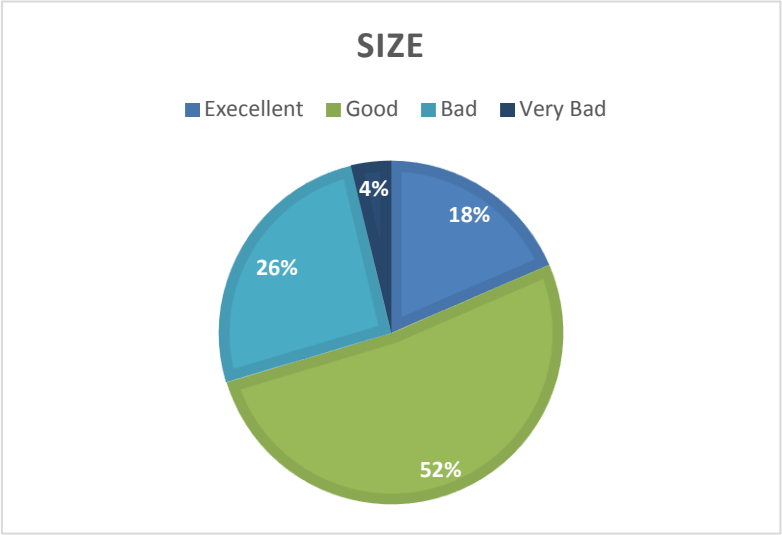


Chart 5.4 Size Survey

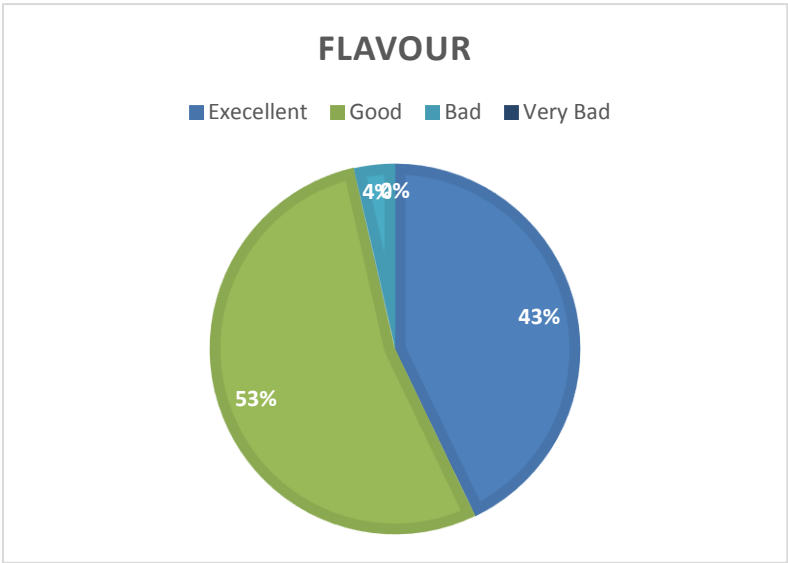


Chart 5.5 Flavour Survey



Chart 6.5 Packaging Survey



Chart 5.7 Quality Survey

## 2. Recommendation Summary

After the exhibition was held, there is some recommendation summary that comes from 23 respondents:

- d. Reduce the sugar so it doesn't taste too sweet and doesn't make nausea.
- e. Trying new product so there is no market saturation, for example local fruit star fruit.
- f. Add the other size of the bottle so there are many choices for buyers.