



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

On December 18th, Hotel Operations held an exhibition to introduce various businesses from college student Hotel Operations, one of them is Healthy Smoothies. At the exhibition writer handle to prepare the items needed. The exhibition was open to the UMN area and public and approximately 150 people were in attendance. During the exhibition, Healthy Smoothies provide product tester from healthy smoothies at the healthy smoothies booth, people can try product tester, shared opinions, thoughts and suggestions for consideration during the upcoming the real business

2. Location and Venue

Final Project Exhibition Start from 09.00 AM until 12.00 PM, December 18th at Lobby B Universitas Multimedia Nusantara.



Figure 5.1 Exhibition at Lobby B UMN

3. Budget

The budget for exhibition is:

Table 5.1 Budget

Name	Quantity	Total Price
Mango Fruit	15.000/kg x 3kg	45.000
Dragon Fruit	10.000/pcs x 3 pcs	30.000
Banana Fruit	10.000/kg x 3 kg	30.000
Low Fat Milk	15.000/pcs x 1pcs	15.000
Granola	50.000/box x 1box	50.000
Coco Crunch	10.000/pcs x 1pcs	10.000
Cocoa Powder	7.000/pcs x 1pcs	7.000
Honey	25.000/bottle x 1pcs	25.000
Oatmeal	12.000/pcs x 1pcs	12.000
Ice	1.000/pcs x 3pcs	3.000
X - Banner	80.000 x 1	80.000
Menu card	5.000/pcs x 2pcs	10.000
Suggestion card	500/2pcs x 50pcs	12.500
Total		328.500

4. Product Presentation

Writer provide three product presentations and also provides tester in each product when at during exhibition. For plating display product writer provide mango smoothies, banana smoothies, dragon fruit smoothies with large cup (16oz) and topping in the top. For the testers use the small cup (for tester) and a little toping in the top.



Figure 5.2 Product Presentation

Writer also provides X – Banner in front of Healthy Smoothies booth. Writer using table with a black cloth and also use a blue cloth. In table have a menu card, Fruit, suggestion card and suggestion box.



Figure 5.3 X - Banner

5. Media and Promotion

Writer provide X – Banner and menu card to promote the product Healthy Smoothies. X – Banner explains about taste and explanation of healthy smoothies products. Menu card explain about ingredients in the product and price for product. Writer also provides company profile for people know vision and mission Healthy smoothies.



Figure 5.4 Menu

6. Staffing

Name	Working Hour	Description
Stefanus Budiman	06.00 AM – 12.00 PM	Owner
Hannalia Valentine	06.00 AM – 09.00 AM	Helper

During Final Project Business proposal, Healthy Smoothies have two people for the succeed the final project business complete. During the exhibition Stefanus Budiman as the owner worked six hours from prepare the ingredients, make products, take care of booth, service customers, and refill the tester product. Hannalia Valentine help the owner worked 3 hours from prepare the ingredients until make products.

B. Key Achievement Highlights

After customer tries the tester, writer get lots of feedback and suggestion to improve product quality and customer pleasure with survey results from suggestion box :

1. Range score around 3-5 (1.Very Bad 2. Bad 3.Good 4.Very Good 5. Excellent)
2. from “60” respondent survey result,”50” respondent Will buy the product Rp.15.000, “9”respondent Maybe will buy the product and “1” Not interested to buy.
3. from “60” respondent survey result, “59” would to recommend the product to their friends and “1” not interested to recommend the product.

C. Key Recommendation

1. Key Attendee Survey

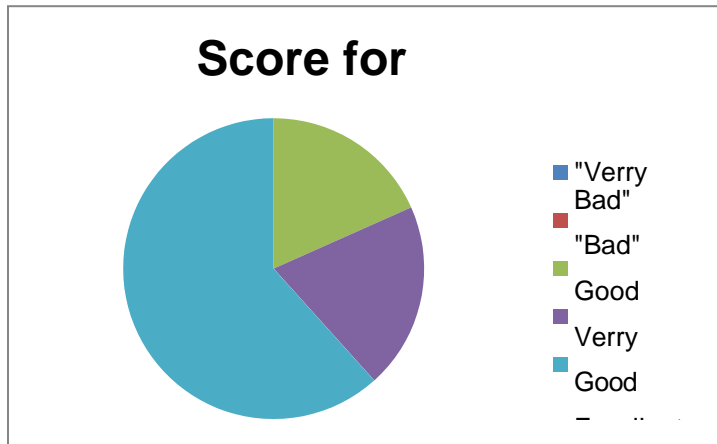


Figure 5.5 Score for Product

2. Recommendation

Suggestion from respondent survey result such as:

1. Too runny, more smoothies
2. Make a brighter & fresher variant
3. Better in cold
4. Strengthen the taste
5. Change brand of banana
6. Less sweet but overall good
7. Need more oats for thicker consistency

So the conclusion is overall good product but still needs to be improved again.