

CHAPTER V

A. Objectives

The exhibition is a part of the final project activities at Hotel Operations program. Here are several reasons why the final project exhibition is conducted.

- a. To fulfill requirement for graduation

After the proposal is approved by the head of the hotel operational study program, the writer puts the business ideas that have been written so far in an exhibition organized by the campus. This exhibition is one of the requirements for graduates from Hotel Operations program at Universitas Multimedia Nusantara. In the exhibition, students are presented their products in the booth with decorations on the table.

- b. To introduce Delhi Bowl

Through the exhibition, writer has an opportunity to introduce the business brand. The writer introduced the business and company profile by using a power point presentation to the audience at the exhibition. Besides that, Delhi bowl also provided food testers in all variants until the end of the exhibition and was given advice from visitors.

- c. To analyze market segmentation for Delhi-bowl

Through this exhibition. the writer can observe the gender, age, and behavior of the potential customers. The writer can find out the advantages and disadvantages of the product according to the respondents who tried the product.

- d. To improve the qualities of product

This exhibition is really helpful for the company to improve the products by paying attention to the feedback from the visitors.

B. Location and Venue

The final project exhibition of Hotel Operations program was held on November 25, 2021 at Lobby D Universitas Multimedia Nusantara. This event was started from 09.00 until 12.00 pm.



Figure 5.1 Delhi Bowl Booth

C. Budget

Table 5.1 Delhi Bowl Exhibition Budget List

NO	NAME	QTY	PRICE	TOTAL
1	Delhi Bowl Sticker	1	Rp10,000	Rp10,000
2	Packaging	13	Rp1,275	Rp16,575
3	Standing Banner	1	Rp.80,000	Rp.80,000
4	Delhi Bowl Menu	1	Rp15,000	Rp15,000
5	Tissue	1	Rp5,000	Rp5,000
6	Delhi Bowl Pin	1	Rp5,000	Rp5,000
7	Biryani Ayam Woku	2	Rp11,525	Rp23,050
8	Biryani Ayam Bakar	2	Rp12,425	Rp24,850
9	Biryani Ayam Kremes	2	Rp14,475	Rp28,950
TOTAL				Rp. 208,425

D. Product Presentation

At the exhibition, Delhi Bowl have three type of product display, which are food display are on a plate, on packaging, and tester display.



Figure 5.2 Delhi Bowl Booth Table

E. Media and Promotion

The writer provide a standing banner at the front of booth. By then, the visitors can easily recognize the brand. This banner is contain the menu information of Delhi Bowl.



Figure 5.3 Standing Banner of Delhi Bowl