

CHAPTER V

EXHIBITION

5.1 Location & Venue

Location: Universitas Multimedia Nusantara in PK Ojong Lobby D



Figure 5.1 Exhibition Photo

5.2 Budget

Table 5.1 Budget

Product	Qty	Unit	Price
Banner	1	pcs	Rp. 20.000
Light Tumblr Led	1	pcs	Rp. 10.128
Pin	1	pcs	Rp. 4.000
Box	3	pcs	Rp. 14.400
Jar	8	pcs	Rp. 70.400
Sticker	3	pcs	Rp. 15.000
Thank You Card	3	pcs	Rp. 15.000
Dried Flower	2	pcs	Rp. 36.998
Shredded Paper	68	gram	Rp. 7.000
Hair Product	2	pcs	Rp. 15.000
Face Product	2	pcs	Rp. 11.100

Snack Product	4	pcs	Rp. 12.800
Candle Product	2	pcs	Rp. 13.000
Total			Rp. 244.826

5.3 Product Presentation

Hanapier Box provides Hampers that consist of snacks, homemade scented candles, and body & hair care products. Hanapier Box is a product that will be packaged in a box containing many types of variants and wrapped with thick double bubble wrap so that the product is delivered to the consumer safely. In addition to the main product, the Hanapier Box will also contain greeting cards, stickers, dried flowers, ribbons, and paper cut Hampers. For scented candle products, the candles are safe for consumption because made from palm wax and can be stored for a long time. Then, 90's snacks, body & hair care products are also safe to use and consume for all types of people.

5.4 Media and Promotion

Hanapier Box will be promoted through social media such as Instagram and will be sold in Shopee. Our Instagram is @hanapierbox and our Shopee is hanapierbox. Furthermore, for several important events such as Eid al-Fitr, Christmas, and Chinese New Year, free shipping vouchers for the Jabodetabek area will be given.





Figure 5.2 Social Media Promotion

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