

CHAPTER V EXHIBITION

5.1 Location & Venue

Location: Universitas Multimedia Nusantara

Venue: PK Ojong Lobby D



Figure 5.1 Exhibiton Pictures

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5.2 Budget

The budget for the exhibition

Table 5.1 Exhibition Budget

Product	Qty	Unit	Price
Banner	1	Pcs	Rp.65.000
Tissue	1	Pcs	Rp.8.500
Sticker	3	Pcs	Rp.900
Brownies Packaging box	3	Pcs	Rp.7.500
Toothpick	30	Pcs	Rp.8.500
Mini Plastic Cup	15	pcs	Rp.15.000
Total			Rp.105.400

5.3 Product Presentation

Boldy Brownny offers three different types of healthy brownies. The original chocolate brownies with chocolate chips topping, chocolate banana brownies with almond nuts topping, and Greek yogurt brownies with chocolate chips mix with almond nuts topping. It will be provided in a store at Scientia Square Park, with delivery provided using plastic box packaging and a sticker. The brownies are also served with each topping for each different flavor. The topping would be placed on top of the brownie to make the characteristic of the taste image.



Figure 5.2 Boldy Brownny Products

5.4 Media and Promotion

During the exhibition day Boldy Brownny use a 1x1 banner for promotion.



Figure 5.3 Boldy Brownny Banner Promotion

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