

## CHAPTER V

### EXHIBITION

#### 5.1 Location & Venue

Figure 5.1 Exhibition



In addition to designing a business for the final project, we also participated in an exhibition held on Friday, November 12, 2021 at Multimedia Nusantara University in building d, P.K. area. Ojong. However, before the event started we prepared equipment, supplies, and food. Food preparation is carried out in the kitchen practice room on campus and starts at 07.00 WIB. Then, exhibition events are held from 09.00 WIB to 12.00 WIB.

#### 5.2 Budget

Table 5.1 Exhibition budget

No	Nama	Qty	Cost
	Utensils		
1	A3 banner	1	20.000
2	Table matt	1	12.800
3	Wooden Plate	1	32.000
4	Paper lunch box (size L)	25	32.400
5	Spork	50	28.500
6	Kitchen spoon rack	1	35.900
8	Sticker	20	8.000
	Foods		
1	Cheese balls	1	33.000
2	Ebi furai	1	40.000

3	Egg rolls	1	18.000
4	Shrimp rolls	1	20.500
	Total cost		281.100

### 5.3 Product Presentation

Figure 5.2 Exhibition booth



In this exhibition, 'Snack Dipp' does not use complex properties as stated in the budget table above. Mainly, because this business also takes a simple theme but still attracts attention. Then, for the testers to be assessed, there are ten small cups that have been portioned out and we are also trying to use paper packaging as the basic material.

### 5.4 Media and Promotion

To expand and accelerate the growth of the existence of our 'Snack Dipp' business, we use social media as a promotional medium for the products to be offered.

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Figure 5.3 Instagram



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