

CHAPTER V EXHIBITION

5.1 Location & Venue

Final project exhibition held on 12th November 2021 at lobby D P.K Ojong Universitas Multimedia Nusantara. The exhibition starts from 07.00 am until 12.00 pm.



Figure 5.1.1 Booth Exhibition

5.2 Budget

Name	Quantity	Price
Egg Spread Product	8	Rp. 205.000
Packaging box	6	Rp. 61.200
Packaging jar	10	Rp. 50.000
Brochure	30	Rp. 52.500
Banner	1	Rp. 27.000
Sticker	60	Rp. 28.000
Sealed jar	39	Rp. 42.000
Paper bag	12	Rp. 15.000
Dry ice	2	Rp. 1.400
Booth cover cloth	1	Rp. 30.200
Cup	100	Rp. 3.000
Total		Rp. 515.300

During the exhibition on P.K Ojong there were many people visiting the EAT EGG booth. Fortunately, EAT EGG succeeded in selling its products. EAT EGG have sold two EAT EGG truffles and one EAT EGG tuna.

5.3 Product Presentation

During the exhibition, EAT EGG provides a food display on a paper cup. For the tester, EAT EGG brings and shows all variants of flavor and topping that EAT EGG have. and put one cup to serve one topping.



Figure 5.3.1 EAT EGG Product presentation

5.4 Media and Promotion



Figure 5.4.1 Banner layout

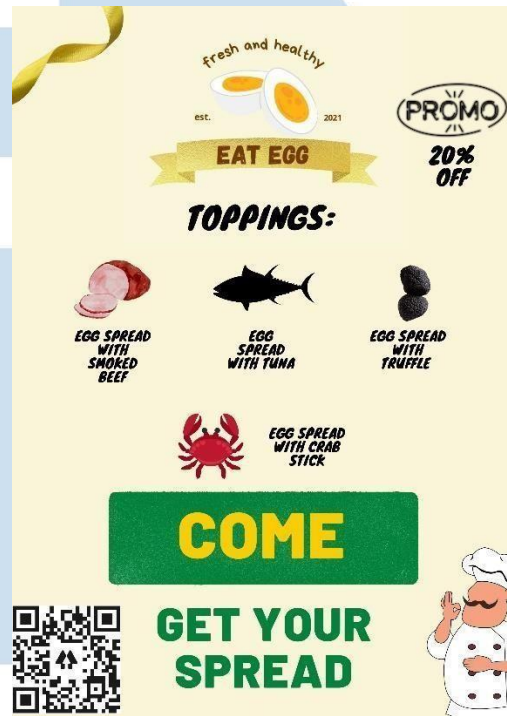


Figure 5.4.2 brochure layout

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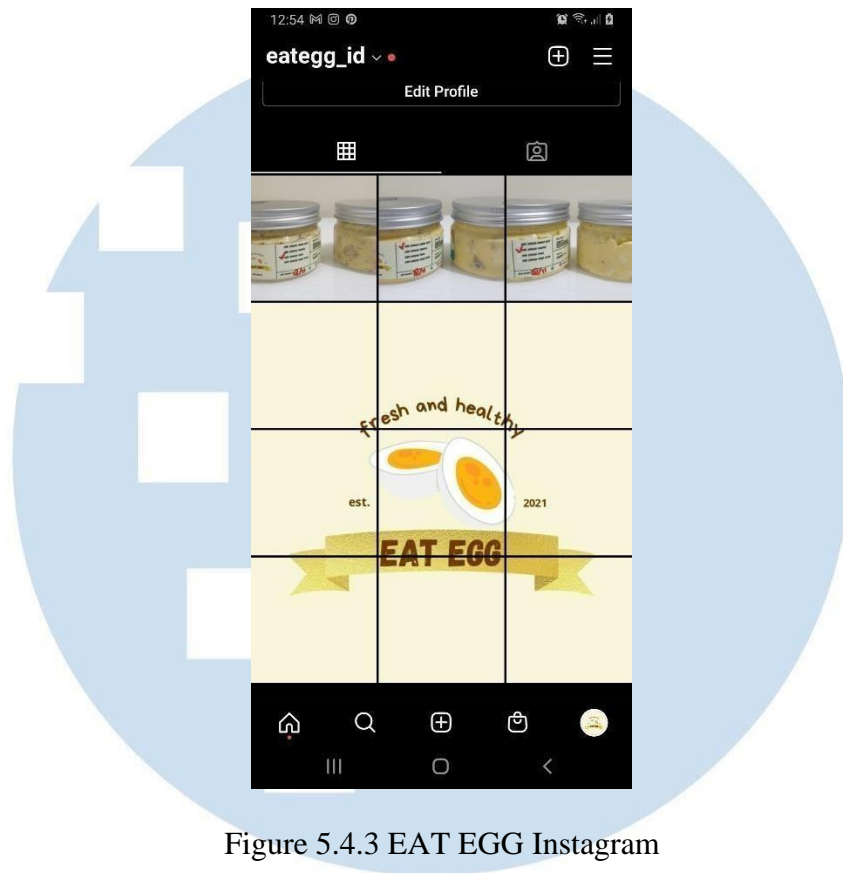


Figure 5.4.3 EAT EGG Instagram

EAT EGG uses Instagram to promote the product and in the exhibition, the writer also provides a mini banner, and brochure that contains information about EAT EGG products. Also, the writer provides a qr code that can be scanned and then the consumer can directly access the online shop of EAT EGG or instagram EAT EGG.

References

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