

CHAPTER V EXHIBITION

5.1 Location & Venue

Final project exhibition held on 12th November 2021 at lobby D Universitas Multimedia Nusantara. The exhibition starts forms 09.00 am until 12.00 pm.



Figure 5.1 Exhibition 1

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5.2 Budget

Table 5.1 Budget Exhibition

Name	Quantity	Price
Ramen Co product	44 pcs	Rp. 350.000
Packaging	12 pcs	Rp. 7.000
Plastic Plate	10 pcs	Rp. 15.000
Sticker	32 pcs	Rp. 14.000
Banner	2 pcs	Rp. 60.000
Cardboard and print	1 pc	Rp. 15.000
Sauce Bottle	4 pcs	Rp. 28.000
Tomato sauce	1 pc	Rp. 13.000
Chili sauce	1 pc	Rp. 15.000
Mayonnaise sauce	1 pc	Rp. 25.000
Ramen Bowl	1 pc	Rp. 12.000
Table Cloth	1 pc	Rp. 30.000
Katsuobushi	1 pc	Rp. 35.000
Satay Plate	2 pcs	Rp. 68.000
Skewer	15 pcs	Rp. 23.000
Tissue	2 pcs	Rp. 10.000
Takoyaki Pan	1 pc	Rp. 150.000
Decoration	8 pcs	Rp. 15.000
Plastic Spoon	20 pcs	Rp. 30.000
Seaweed	2 pcs	Rp. 10.000
Total		Rp. 925.000

Ramen Co uses Rp. 925.000 for this exhibition and the capital is from the owner.

5.3 Product Presentation

During the exhibition, Ramen Co provided 4 dishes plating. The concept of the table set up is red and white. The author brings some miniature in the exhibition.

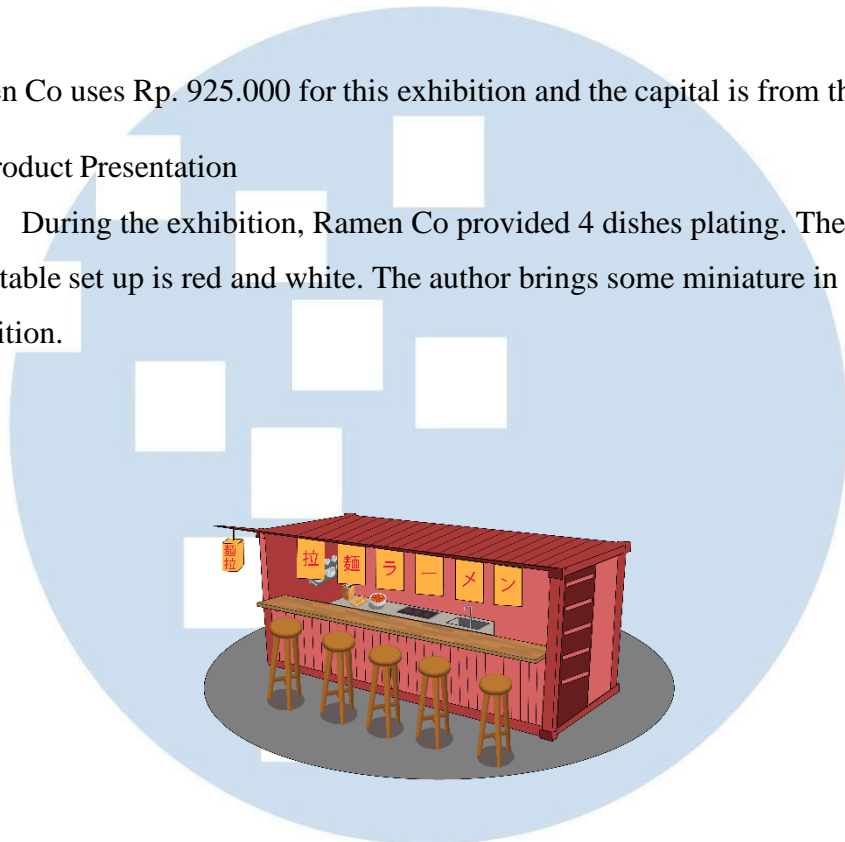


Figure 5.2 Exhibition 2



Figure 5.3 Exhibition 3

5.4 Media and Promotion

Ramen Co provides 2 X banners to promote the product in the exhibition. 1st X banner contains about the logo, Instagram of product, and for the 2nd is about menu that Ramen Co provide. For the second promotion Ramen Co use Instagram.

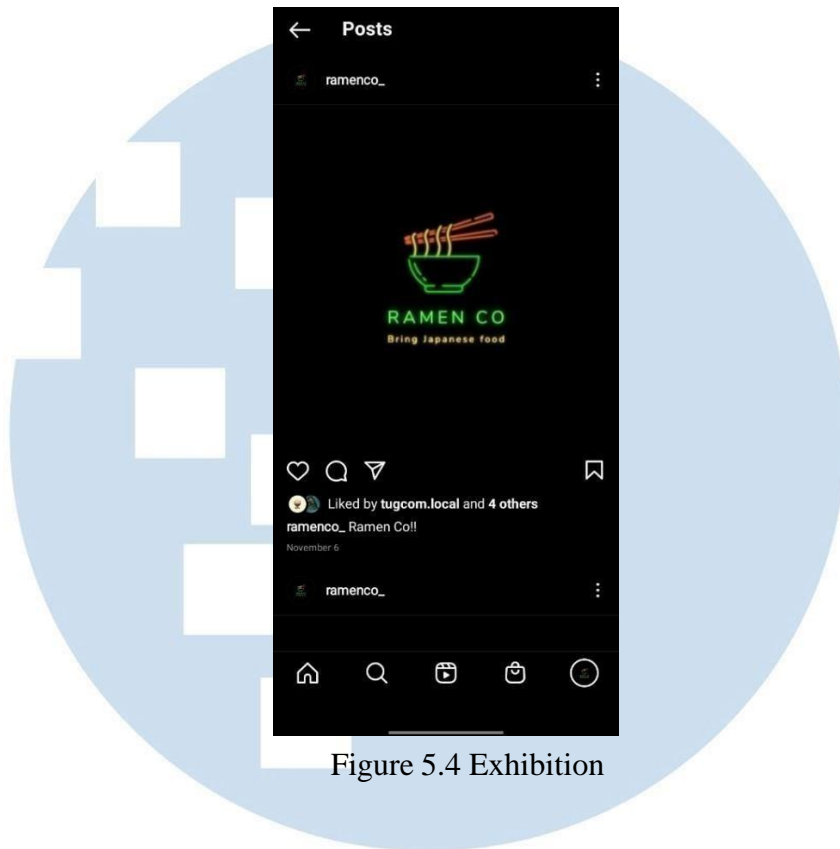


Figure 5.4 Exhibition

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