

CHAPTER V

EXHIBITION

5.1 Location & Venue

T Hampers Cookies is doing an exhibition. The exhibition is useful for introducing products to consumers. The location is at Multimedia Nusantara University, D P.K Ojong Building. T Hampers Cookies shows the products that will be sold such as cookies, bouquet cookies and box cookies. Not only that, the writer also prepared several testers so that customers who visited the booth could try it.



Figure 5.1 T Hampers Cookies Booth

The booth with a sweet pink theme and designed like a snack corner aims to attract the attention of visitors to visit the booth. Supported by pink decorations such as fake flower petals, flowerpots, table shelves and attractive media promotions. So, it can look interesting to visit.

5.2 Budget

Of course, making an exhibition costs money to make it look attractive when visited, from producing cookies to media promotion. Here's what you need to do for an exhibition:

Table 5.1 Cost for Exhibition

No.	Description	Price
1.	Cookies production	Rp 80.000
2.	Packaging	Rp 25.000
3.	Booth decoration	Rp 50.000
4.	Media promotion	Rp 60.000
TOTAL		Rp 215.000

Describe the budget you needed for the exhibition

5.3 Product Presentation

T Hamper Cookies has one main product, namely cookies. These cookies have a variety of flavors that are quite unique. So hopefully it can be liked by all people. Not only that, but T Hamper Cookies also has a new innovation in packaging. This is so that T Hamper Cookies has more customers. Consumers do not just consume cookies but can give them as gifts with unique and nice packaging. Packaging is divided into two, namely bouquet cookies and box cookies. Bouquet cookies themselves are neatly arranged like a flower arrangement, then wrapped in paper. Meanwhile, the cookie boxes will be arranged in a box with the small gift provided and then closed. Both packaging will be equipped with ribbons and greeting cards.



Figure 5.2 Cookies Tester

U N I V E R S I T A S
M U L T I M E D I A
N U S A N T A R A



Figure 5.3 Bouquet Cookies



Figure 5.4 Box Cookies

Explain the products that you present in the exhibition along with the photos of the product.

5.4 Media and Promotion

Every business, of course, uses media and promotions to promote their products. T Hampers Cookies itself uses social media in the form of Instagram to promote its products so that more people know. Not only that, this Instagram

social media is also useful for informing all promos and events that are being run by T Hampers Cookies.

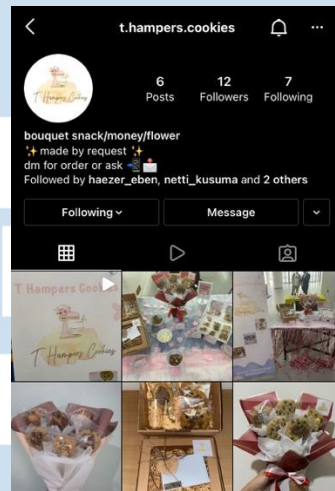


Figure 5.5 Instagram T Hampers Cookies

In addition, T Hampers Cookies has held an exhibition located at Multimedia Nusantara University. Of course, this event requires promotional media to attract visitors. There are several promotional media used such as brochures, x-banners and slide shows.



Figure 5.6 Brochure T Hampers Cookies

U N I V E R S I T A S
M U L T I M E D I A
N U S A N T A R A



Figure 5.7 X-banners T Hampers Cookies



Figure 5.8 Slide Shows T Hampers Cookies

Explain the media and promotion that you are using to promote your product and the photos of the social media that you are making for your brand

UNIVERSITAS
MULTIMEDIA
NUSANTARA