

CHAPTER V EXHIBITION

5.1 Location & Venue



Figure 5.1.1 Booth Exhibition

Final project exhibition held on November 12th 2021, located on Lobby D P.K Ojong, Universitas Multimedia Nusantara. The final project exhibition itself starts from 07.00am until 12.00pm with inviting some panelist from hotels, and related lecturer from Hotel Operations Program Universitas Multimedia Nusantara.

5.2 Budget

No	Name	Quantity	Price
1	Biteology.co product	12	Rp. 40.568
2	Packaging box (6 partitions)	1	Rp. 14.725
3	Banner (A4)	1	Rp. 6.000
4	Poster for banner	2	Rp. 26.000
5	Sticker	40	Rp. 16.000
6	Transparent Plastic Bag for Cookie	20	Rp. 5.000
7	Table Cloth	1	Rp. 21.000
8	Packaging box 20x10x5cm	2	Rp. 1.300
9	Thinwall 150ml	25	Rp. 9.975
10	Food grade oxygen absorber	50	Rp. 15.000
11	Hand Sanitizer 100ml	1	Rp. 9.900
12	Facial Tissue	1	Rp. 3.000
Total			Rp. 168.468

Table 5.2.1 biteology.co exhibition budget

5.3 Product Presentation



Figure 5.3.1 biteology.co product presentation

While in the final project exhibition, biteology.co product provides tester on a thinwall along with the food grade oxygen absorber in order to prevent the wind that enters from outside the thinwall which can cause the product to become unfit to be consume for panelists.

5.4 Media and Promotion



Figure 5.4.1 Banner Layout 1

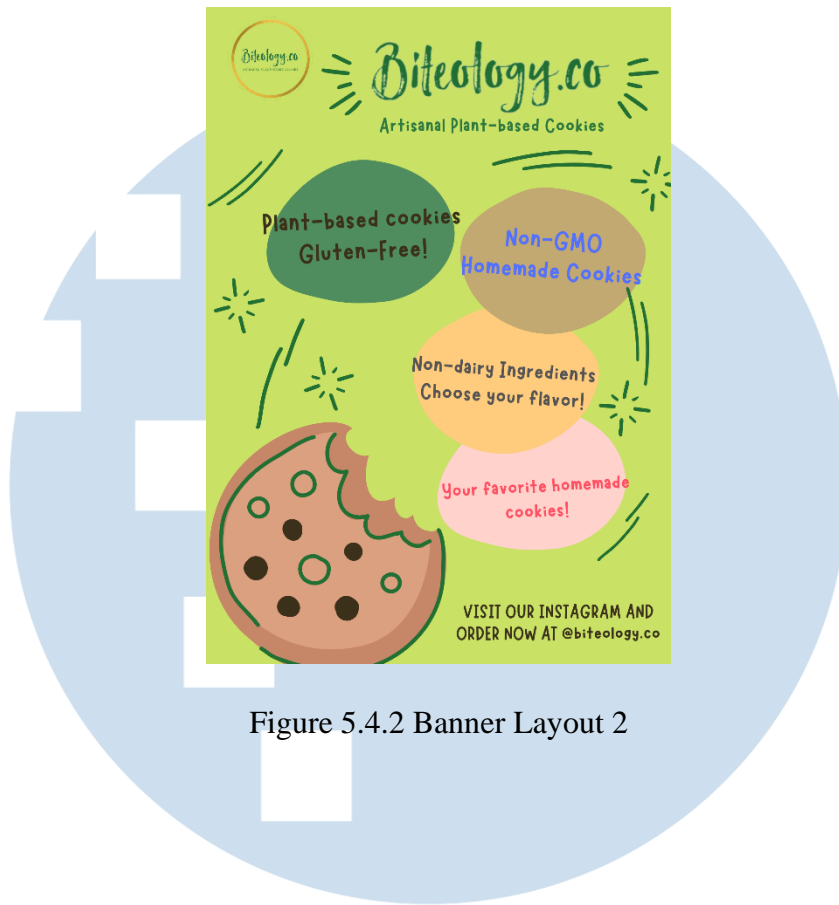


Figure 5.4.2 Banner Layout 2

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