

CHAPTER V

EXHIBITION

5.1 Location & Venue

Entrée Exhibition is located at PK. Ojong Lobby Area at Universitas Multimedia Nusantara. This exhibition was function for the writer to show and demonstrate on what the product of Garnomy is. The writer was given a table to and was assigned to be creative and create an exciting booth to show what the product of the brand is. The writer also was given the chance to let other people taste what the product is.

Figures 5. 1 Venue



5.2 Budget

For the exhibition, the writer spend approximately Rp 400.000 for all the product and ingredients to recreate all the flavor. This budget also include all the decorative ornaments that are use to make the booth looks more attractive.

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5.3 Product Presentation

Garnomy's first exhibition highlighted the 3 sweet caviar. Bringing coffee caviar, coco pandan syrup caviar, and melon syrup caviar for people to taste. Also using an elegant looking packaging that attract people to try and see what the booth's product is.

Figures 5. 3 Product Presentation



Figures 5. 2 Product Instalation



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