

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 4.1 Booth Exhibition



5.2 Budget

Name	Quantity	Price
Ayam Suwir Bumbu Bali	800gr	Rp. 50,000
Paper box	5	Rp. 2.500
Plastic plate	3	Rp. 4.000
Cup	30	Rp. 2.000
Banner	1	Rp. 27.000
Sticker	60	Rp. 28.000
Chicken Skin	500gr	Rp. 35.000
Rice	800gr	Rp. 15.000
Total		Rp. 163.500

5.3 Product Presentation

During the exhibition, YAMBOX provides food display on a plastic cup, for the tester, YAMBOX bring and show one of the best seller product its ayam suwir bumbu Bali with Chicken skin as a side dish why the writer choose ayam suwir bumbu bali as the best seller because rich in spices, Balinese-themed dishes have quite a lot of fans. in this menu later it will contain chicken skin, eggs, Sambal embe (as the one of best sambal from Bali), and Jakut Kacang Panjang. Actually the writer want bring 2 type of menu Ayam Suwir Bumbu Bali and Ayam Suwir sambal matah but because the writer need go to interview in Pullman Vimala hills so can't maximize in exhibition.

5.4 Media and Promotion

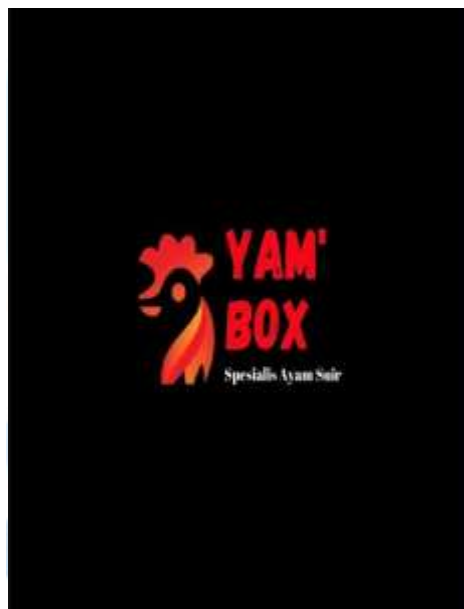


Figure 4.2 Banner layout



Figure 4.3 brochure layout

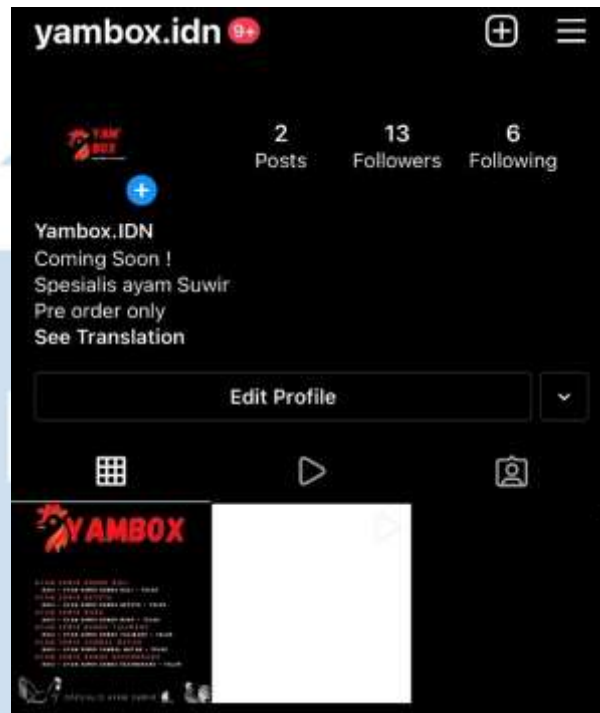


Figure 4.5 YAMBOX Instagram

YAMBOX use Instagram to promote the product and in the exhibition, the writer also provide mini banner, brochure and sticker that contains of information about YAMBOX product, because 2 day before exhibition the writer fo interview in the Pullman Vimala Hills, the writer lack of time to work so that they do not have time to provide other things.