

CHAPTER V EXHIBITION

5.1 Location & Venue

The exhibition was held on Universitas Multimedia Nusantara in Lobby D P. K. Ojong at 9 a. m. – 12 p. m. 12th November 2021.



Picture 5.1 Exhibition

5.2 Budget

Table 5.1 Exhibition Budget

Tools and Supply	Price
Packaging	Rp 80.000, -
Plastic Sealer	Rp 20.000, -
Printing	Rp 25.000, -
Ingredients	Rp 200.000, -
Total	Rp 325.000, -

5.3 Product Presentation

During the exhibition there are ten evaluator that test the Signature Jim's Caramel. Most of the evaluator like the test of Signature Jim's Caramel and

one of the evaluators does not like the sour taste of the Signature Jim's Caramel.



Picture 5.2 Photo Products

5.4 Promotion

During the exhibition Jim's Caramel Company use a A3 Banner.



Picture 5.3 A3 Banner Promotion