

## CHAPTER V EXHIBITION

### 5.1 Location & Venue

Launching the exhibition is something that must be done by the student to fulfill the Final Project program in the Hotel Operations Program major. The exhibitions also introduce more of The Chevalier Royale product and get some feedback in purpose to increase The Chevalier Royale's quality product. The exhibition takes place in Universitas Multimedia Nusantara, Building D PK Ojong Lobby Area on Friday, 12 November 2021 at 8 until 12 am.



Figure 5.1 The Chevalier Royale Exhibition Location

### 5.2 Budget

The Chevalier Royale uses several ornaments as the product presented during the exhibition. The statement below is the budget for the presenting stuff including the product.

Table 5.1 The Chevalier Royale Budget Exhibition

Name	Actual Quantity	Price	Quantity Needed	Total Pricing
Product Ingredients	6 pcs	Rp46.728	6 pcs	Rp46.728
Plastic Cup	1 pcs	Rp1.000	4 pcs	Rp4.000
Plastic Spoon	1 pack	Rp3.500	1 pack	Rp3.500

Small Glass	1 pcs	Rp5.500	2 pcs	Rp11.000
Packaging	18 pcs	Rp14.000	1 pcs	Rp778
X Banner	1 pcs	Rp85.000	1 pcs	Rp85.000
Sticker	3 type	Rp54.550	3 types	Rp54.550
Tablecloth	1 pcs	Rp0	1 pcs	Rp0
Ice Box	1 pcs	Rp450.000	1 pcs	Rp450.000
3 Tier Cake Stand	1 pcs	Rp250.000	1 pcs	Rp250.000
Afternoon Tea Set	1 set	Rp0	1 set	Rp0
1 Side Business Card	1 pcs	Rp6.000	1 pcs	Rp6.000
2 Side Business Card	1 pcs	Rp12.000	1 pcs	Rp12.000
1 Side Brochure	1 pcs	Rp6.000	1 pcs	Rp6.000
2 Side Brochure	1 pcs	Rp12.000	1 pcs	Rp12.000
Menu Book	1 pcs	Rp60.000	1 pcs	Rp60.000
Black Card	1 pcs	Rp18.000	1 pcs	Rp18.000
Kitchen Utensil	2 pcs	Rp0	2 pcs	Rp0
Black Plate	1 pcs	Rp35.000	1 pcs	Rp35.000
3 Shelf Serving Trolley	1 pcs	Rp0	1 pcs	Rp0
Food for Display in 3 Tier Cake Stand	9 pcs	Rp223.650	9 pcs	Rp223.650
Ornament	25 pcs	Rp0	25 pcs	Rp0
Tissue	1 pcs	Rp10.450	1 pcs	Rp10.450
Hand Sanitizer	1 pcs	Rp10.897	1 pcs	Rp10.897
Trash Plastic	38 pcs	Rp12.500	1 pcs	Rp329
Total				Rp1.299.882

### 5.3 Product Presentation

The Chevalier Royale presented the product with the “British Afternoon Tea” concept. Based on the product that The Chevalier Royale provide such as a chocolate bavarois parfait and refers to the history of chocolate bavarois cake that was be eaten at an afternoon tea party at the garden in the royal palace by

Queen Victoria so that the owner choose the concept or the theme and presented the product in the exhibitions.



Figure 5.2 The Product Concept of The Chevalier Royale

#### 5.4 Media and Promotion

Considering the pandemic that is happening in the past few years such as covid-19 and the target market such as for people in Z generations that use social media to gain the latest news and the online survey result that is for about 96% respondents in psychographic research are eager to know a new innovations such as in topping (Noble Locker, Crunchy Cashew, Dark Knight Oreo, Dreamland Rice Crackers) The Chevalier Royale choose an online platform such as Instagram to promote the product.

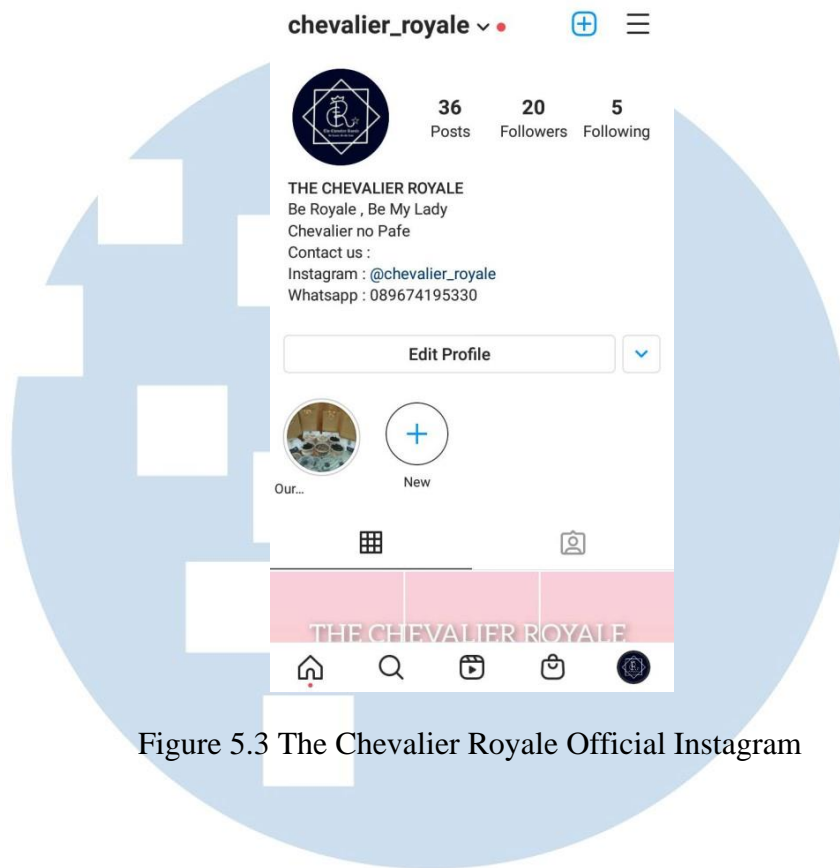


Figure 5.3 The Chevalier Royale Official Instagram

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