

## CHAPTER V EXHIBITION

### 5.1 Location & Venue

Location: Universitas Multimedia Nusantara

Venue: PK Ojong Lobby D



*Figure 5.1 Tart-It-Up Booth*



*Figure 5.2 Tart-It-Up Product*



*Figure 5.3 Tart-It-Up Sample and Product*

## 5.2 Budget

Product	Qty	Unit	Price
Banner	1	Pcs	Rp 75.000
Pin	1	Pcs	Rp 8.000
Sticker	3	Pcs	Rp 855
Paper Bags	3	Pcs	Rp 1.600
Plastic OPP Cookies	3	Pcs	Rp 540
Mini Plastic Cups	15	Pcs	Rp 3.870
<b>Total</b>			<b>Rp 89.865</b>

Table 5.1 Budget

## 5.3 Product Presentation

Tart-It-Up offers 3 different types of different filled pop tarts. The outer layer of the sheet is short crust pastry filler with either apple pie filling, sweet potato filling, or pizza filling. It will be provided in a store in Ruko Arcadia, with also delivery provided using a paper bag and a sticker. The pop tarts are also served with each sauce for each different flavor. The sauces would be place in a plastic to mimic an icing bag so the customer could decorate the blank pop tarts that represents a blank canvas.

## 5.4 Media and Promotion

Tart-It-Up will focus on promoting their products on social media, especially on Instagram @tartitup.id. The second choice of promotion will be using brochure to spread in order to attract older customer who doesn't use social media. In addition to that, on special holidays such as Christmas, Chinese New Year, or Idul Adha discount will be given.

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