

CHAPTER V EXHIBITION

5.1 Location & Venue

The Final project exhibition was held on 12 December 2021, at Lobby D PK Ojong Universitas Multimedia Nusantara. The exhibition event start from 10 am – 1 pm.



Figure 5.1.1 Booth Exhibition

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5.2 Budget

Name	Quantity	Price
Covee Senja	4	Rp. 88.000
Covee Cheese	3	Rp. 75.000
Coveechino	3	Rp. 60.000
Covee senja 500ml	1	Rp. 45.000
Banner	2	Rp. 54.000
Stand Acrylic	1	Rp. 18.000
Sticker	60	Rp. 24.000
Glass cup	50	Rp. 22.000
Cup small	50	Rp. 18.000
Booth cover cloth	1	Rp. 25.500
Total		Rp. 429.500

Table 5.2.1 Budget Exhibiton

5.3 Product Presentation

During presentation, covee senja provide one kind of each product as display. For Tester, covee senja use small cup with little ice cube to make it feel fresh. Also, a lot of tester like the Coffee with cheese cream which is covee cheese product.



Figure 5.3.1 Product Presentation

5.4 Media and Promotion



Figure 5.4.1 Media and Promotion

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