

CHAPTER V EXHIBITION

5.1 Location & Venue

For the exhibition location it is located at Universitas Multimedia Nusantara, Building D, Third floor. The exhibition is located at Universitas Multimedia Nusantara Hotel Operations Lab.



Figure 5.1 Exhibition Table Figure 5.2 Exhibition Location

5.2 Budget

The Budget that need for held an exhibition are:

Table 5.1 Exhibition Budget

Item	Price
Pempek Ingredients	Rp 100.000
Pistel Ingredients	Rp 50.000
Egg	Rp 20.000
Mozzarella	Rp 50.000

Cuko Ingredients	Rp 35.000
Pempek and Cuko Packaging	Rp 5.000
Vacuum Press	Rp 139.000
Sticker	Rp 16.000
Exhibition Decoration (Table Cover)	Rp 13.000
Exhibition Decoration (LED Strip)	Rp 27.000
Tester cup	Rp 13.000
Mini standing X Banner	Rp 30.000
Total	Rp 498.000

5.3 Product Presentation

The product of Pistel001 is a frozen pempek. For the exhibition the presentation for the products are 3 variants of pempek such as Pempek Pistel, Pempek Kapal Selam Mini, and Pempek Mozzarella. Beside the products, the writer also provides testers for each product in a plastic cup.



Figure 5.3 Pistel001 Products



Figure 5.4 Pistel001 Exhibition Testers

5.4 Media and Promotion



Figure 5.5 Promotional Tool (Mini Banner)

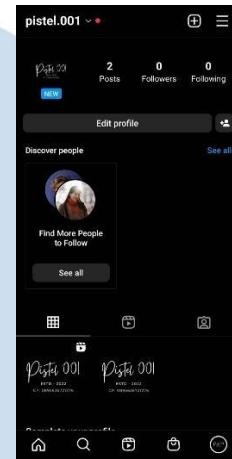


Figure 5.6 Media (Instagram)

For the media and promotion the writer uses a mini standing x banner for the promotional tool in the exhibition. Beside mini x banner, Pistel001 also have Instagram account for the promotional tool

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