

## CHAPTER V

### EXHIBITION

#### A. Location & Venue

The Granobites Exhibition was held on Monday, 28 November 2022 in Universitas Multimedia Nusantara, Building D 3rd Floor, at Restaurant Practical Lab. It was not only Granobites but also other brands that were at the exhibitions on the same day. The exhibition was attended and assessed directly by the UMN Hospitality lecturers and several professional guests from the Food and Beverages Industry.



Figure 5.1 Exhibitions Display

#### B. Budget

Granobites bought several goods and materials to beautify and help smooth the process of the exhibition, such as;

Table 5.1 Exhibition Budget

Description	Qty	Cost
Pinecone	2 packs	Rp 22.000
Sheet Gunny Sack	1 pack	Rp 17.000
Dried Dandelions	2 packs	Rp 30.000
Table Cloth	1 pc	Rp 25.500
Mini Banner	1 pc	Rp 38.000
Printing Paper	2 sheets	Rp 19.500
<b>Total</b>		<b>Rp 152.000</b>

### C. Product Presentation

Granobites provides samples of products that will be offered to the market; the Mixed Nuts and Berries, Chocolate, and Cranberry Almond variants. Granobites also provide a tester that can be tasted by the judges.



Figure 5.2 Product Presentation

#### D. Media and Promotion

The owners have planned well in advance to promote the Granobites. Granobites uses mini banners as a role model for existing menus for media promotion and Instagram communication media. On Instagram, various kinds of information about Granobites products will be available to customers can see. Granobites also create an E-commerce account for customers that wants to buy Granobite's product online.



Figure 5.3 Price Tag



Figure 5.4 Mini Banner

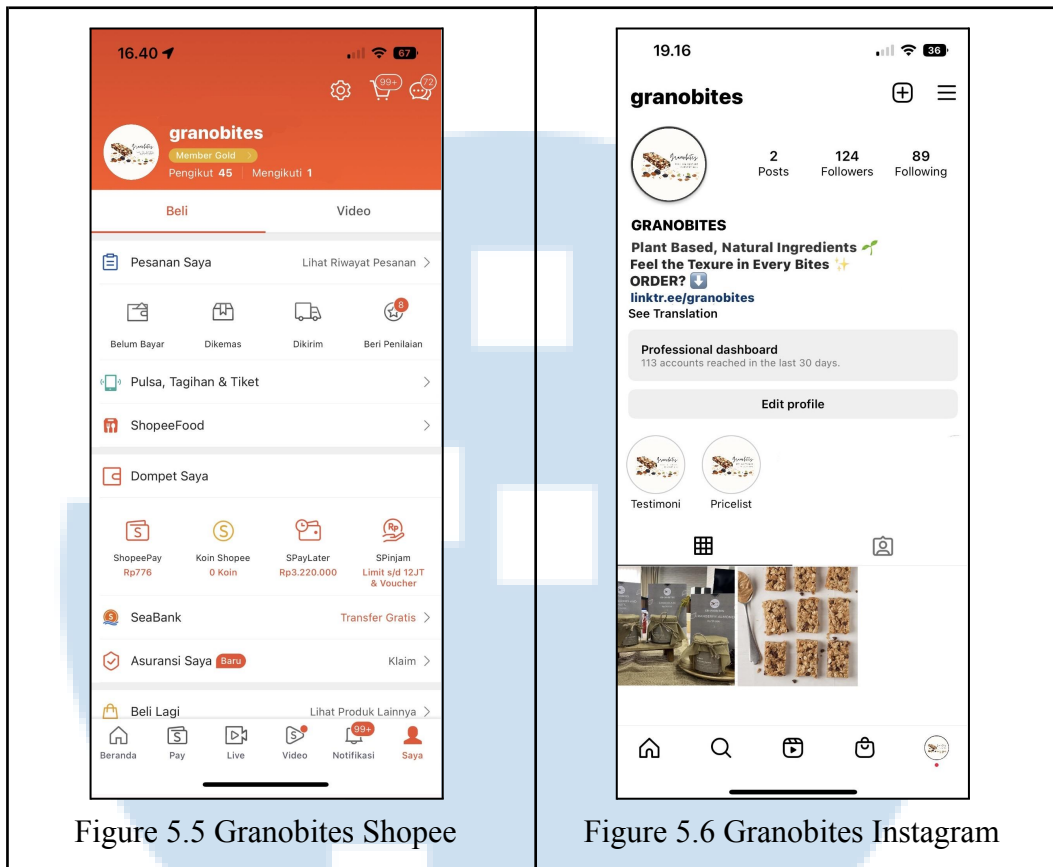


Figure 5.5 Granobites Shopee

Figure 5.6 Granobites Instagram