

CHAPTER V EXHIBITION

5.1 Location & Venue

The exhibition this time took in Hotel Operation's restaurant lab. Which there were 22 tables are set up for us. The exhibition layout is effective for us presenting our product.



Picture 5.1 Products Presentation



Picture 5.2 Product Presentation

NUSANTARA



Picture 5.3 The owner with the booth at Entrée Exhibition

5.2 Budget

This is all of the Budget needed for the exhibition. The budget is included all ingredients for making 18 bottles of salad dressings and printing materials such as leaflets, banner and name card.

Table 3.3 Exhibition Budget

No	Products	Price
1	Heavenly Blush yoghurt 2 bottles @Rp84,500	Rp169,000
2	Indocheese parmesan cheese	Rp60,000
3	Lea & Perkins worcestershire sauce	Rp71,500
4	Remia mustard	Rp57,000
5	Nava olive oil	Rp89,900
6	Narcissus rice vinegar	Rp15,000
7	Lee Kum Kee soy sauce	Rp17,500

8	Double Pagoda sesame oil	Rp36,400
9	Finna fish sauce	Rp14,200
10	Vinega apple vinegar	Rp160,000
11	Lemon	Rp60,000
12	Sesame (Wijen)	Rp17,800
13	Sugar	Rp13,000
14	Organic honey Mutiara Ibu 2.8 KG	Rp500,000
15	Powdered spices and seasonings	Rp150,000
16	18 pieces bottles @Rp8,000	Rp144,000
17	Printing (Leaflets, banner and name card)	Rp210,000
Total		Rp1,785,000

5.3 Product Presentation

For the products presentation, the owner put 6 of the tester in the front of the desk along with the 6 tester cups for each flavors. The owner put 6 bottles in the red house ornament and other 6 bottles in yellow house ornament to make the product presentation more interesting.





Picture 5.4 Product Presentation

The owner uses house ornament to put 6 bottles.



Picture 5.5 Product Presentation

N U S A N T A R A

The owner uses second house ornament to put the other 6 bottles.



Picture 5.6 Product Presentation

This is the layout of the owner's presentation.



Picture 5.7 Product Presentation

M U L T I M E D I A
N U S A N T A R A

5.4 Media and Promotion

The owner prints numbers of leaflets, banner with standing banner, name card and price lists and the owner decided to use Instagram as the social media for selling the products. All are printed in great resolution so it will eye pleasing the customer.

The leaflets are filled with each of the products name, description, price, contact number and Instagram account.

The owner also using banner as the supporting promotional tools. The owner also decided to use adjustable standing to show the product's banner clearly and improving the exhibition's ambience.



Picture 5.8 Product's banner

The owner prints 103 X 62 cm of banner that increases the product's exhibition ambience. The picture represents the salad dressing usability for salad, contain all flavor names, owner's phone number and Instagram.



Picture 5.9 Leaflets

The leaflets contain of each of the products name, products ingredients, products use recommendation, contact person and Instagram.

U M M N
U N I V E R S I T A S
M U L T I M E D I A
N U S A N T A R A



Picture 5.10 Name Cards

The name cards contain the owner's name, owner's phone number, Instagram and owner's address.

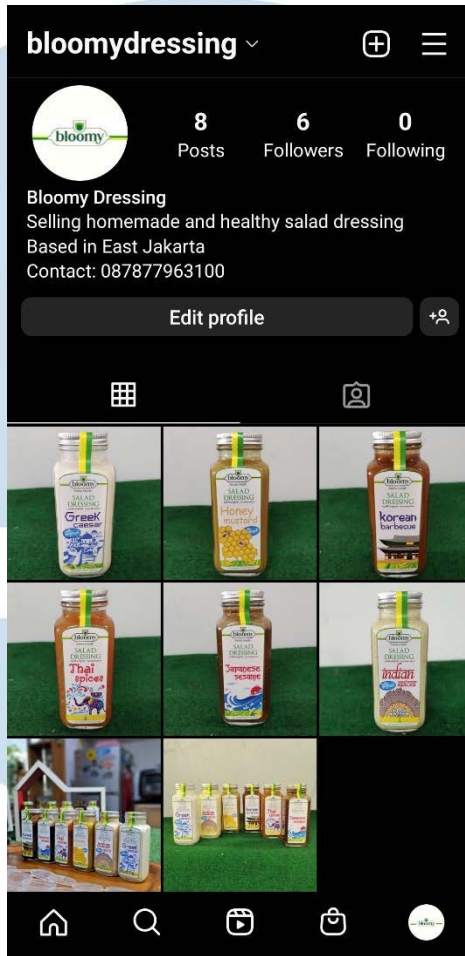
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Picture 5.11 Promotional tools

The owner prints the promotional tools such as price lists, name cards, leaflets and banner.



Picture 5.12 Instagram account

The owner already created the Instagram account in order to sell the products. In this Instagram, the owner hopefully wants to expand and promote more for the following year.