

CHAPTER V EXHIBITION

5.1 Location & Venue

The location prepared to introduce Brown Bites is at Building D Multimedia Nusantara University 3rd Floor, at Restaurant Practical Lab. Since it was during a pandemic and still undergoing a government health program, the exhibition was held by following the health protocols with limited visitor.

Figure 5. 1 Exhibition Venue



Figure 5. 2 Exhibition



BrownBites , Christopher Steven Sunaryo, Universitas Multimedia Nusantara

Figure 5. 3 Grooming



5.2 Budget

The budget used to conduct exhibitions includes buying promotional tools on the table and decorations on the table. then buy materials to make brownies and also buy packaging from the brownies themselves

Table 5. 1 Budget for promotional kits and tools

Description	Price
Print a4 for banner,promotional kits, Sticker.	Rp.50.000
Flower vas	Rp.20.000
Total	Rp. 70.000

Table 5. 2 Budget for Product and Packaging

Description	Price
Unsalted Butter	Rp.60.000
White Sugar	Rp.14.000
Cocoa Powder	Rp.20.000
Egg	Rp.27.000
Vanilla Essence	Rp.10.000
Red food Coloring	Rp. 12.100
all purpose gluten free flour	Rp. 20.000
Salt	Rp.8.000
white vinegar	Rp. 7.000
White Choco Chip	Rp. 20.000
Matcha Powder	Rp. 65.000
Coffee Powder	Rp. 30.000
Packaging	Rp 10.000
Total	Rp. 303.100

5.3 Product Presentation

The Owner exhibited a gluten-free brownie at the show. This product was created with the goal of providing a wide variety of gluten-free foods and raising awareness about what gluten is and the severity of the health hazards it poses to those who are gluten intolerant as well as those who consume gluten-containing foods on a daily basis. The promotional packages utilized contain a great deal of information about gluten, including the potential health problems linked with gluten consumption on a daily basis.

Figure 5. 4 Product Presentation



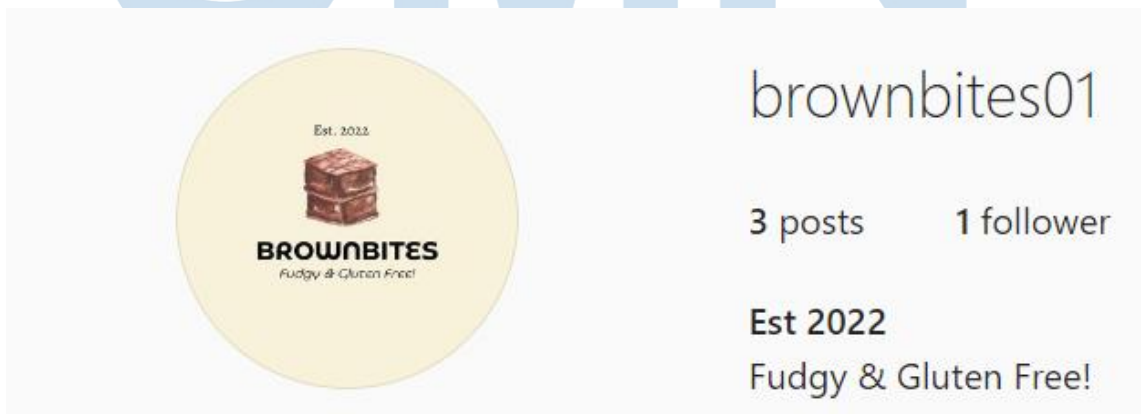
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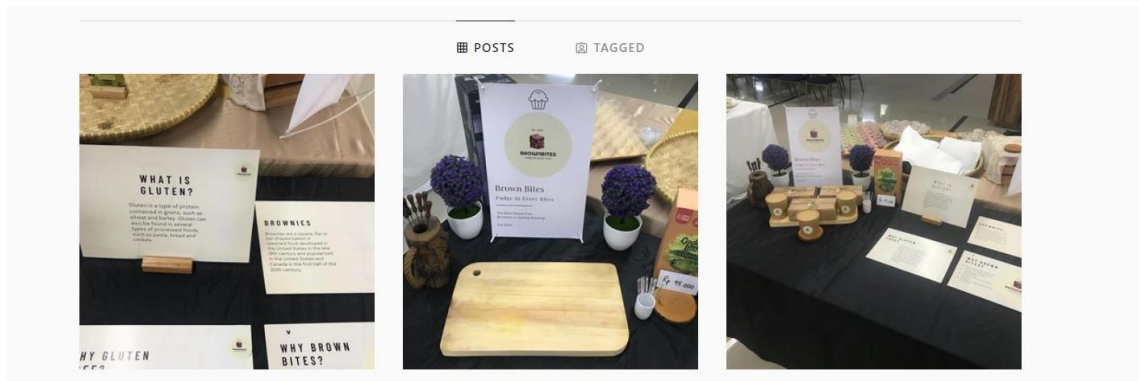
Figure 5. 5 Information About BrownBites



5.4 Media and Promotion

Figure 5. 6 BrownBites Social Media





Brown Bites used paper placed near the booth table to provide information about the presence of gluten and the dangers of consuming gluten too often as a promotional medium for gluten free brownies. For social media, Brown Bites uses Instagram as a promotional tool on social media and uploaded the location of the booth when the exhibition started.

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