

## CHAPTER V

### EXHIBITION

#### 5.1 Location & Venue



Figure 5.1 Booth Exhibition

The location at the time of the exhibition was on the Multimedia Nusantara University Campus which is on the 3rd floor of D Building, more specifically at the Hotel Operation restaurant. During the exhibition there were 21 tables lined up and Samindo got the 15th table number. During the exhibition, 2 examiners from the Banten Indonesian Chef Association and other examiners and panelists assessed the products.

#### 5.2 Budget

This is all of the Budget needed for the exhibition included samosa for tester and printing materials.

Table 5.1 Samindo exhibition budget

No	Product	Quantity	Price
1	Samosa Rendang	2	Rp. 130.000
2	Samosa Rica Rica	2	Rp. 110.000
3	Samosa Kornet	2	Rp. 70.000
4	Sticker logo (round)	60	Rp. 13.000
5	Sticker logo (square)	45	Rp. 8.000
6	Bowl tester	12	Rp. 10.000
7	Fork	12	Rp. 3.000
8	Xbanner	1	Rp. 55.000
Total			Rp. 399.000

### 5.3 Product Presentation



Figure 5.2 Samindo Products

The product offered by Samindo is samosa. The samosa has 3 filling variants, namely Rendang, Rica Rica, and Kornet. Samosas are sold packaged in vacuum

plastic, 1 pack consists of 10 samosas per variant. During the exhibition, Samindo also gave a tester to each examiner, 1 bowl each with 3 variants of filling but with a small size.

#### 5.4 Media and Promotion

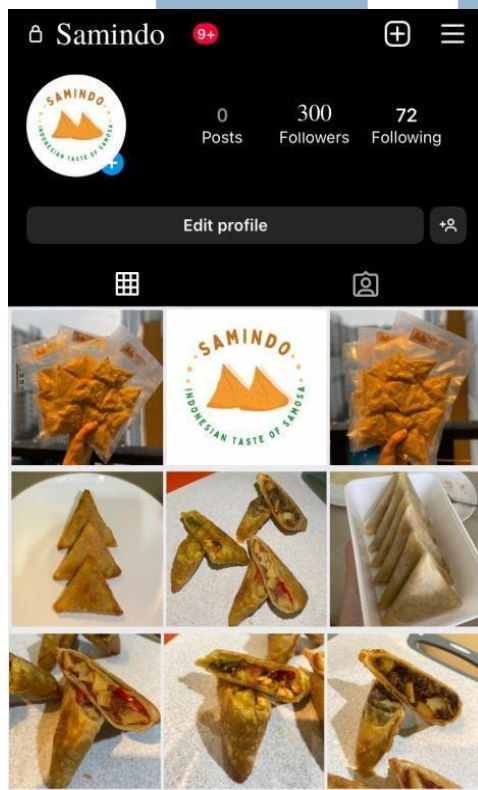


Figure 5.3 Samindo Instagram Account

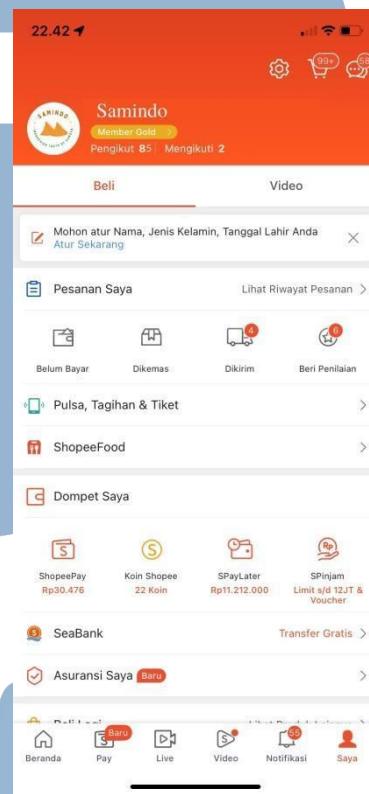


Figure 5.4 Samindo Shopee Account

Because Samindo will open offline as well as online stores, Samindo will create an E-commerce account so that customers can order Samindo products directly. And also for Instagram, in addition to supporting distribution, Instagram and Shopee will be the promoters of Samindo's products