

CHAPTER V

EXHIBITION

5.1 Location & Venue

Exhibition held on Monday, November 28th 2022 in Lab. Resto Hotel Operations Building D, 3rd floor at 13.00 p.m. - 15.00 p.m. Liwetan Carani provide 3 types of product, free beverage also tester. Tester needs to be provided for the examiner who will evaluate product results in order to know how the taste of product.



Figure 5.1 Liwetan Carani Booth

5.2 Budget

Table 5.1 Budget

No	Description	Price
1	Banner A3 size	Rp.37.500
2	Paper bowl (6 pcs)	Rp.4.800
3	Plastic container tester (12 pcs)	Rp.6.000
4	Acrylic card (4 pcs)	Rp.6.000

5	Beverages (6 pcs)	Rp.15.000
6.	Tablecloth	Rp.15.000
Total		Rp.84.300

5.3 Product Presentation

This product named Liwetan Carani is liwet rice with 3 topping variants, such as shredded chicken chili matah, tuna rica, and squid salty spicy. For per portion Rp.25.000 price and rice in 1 portion around 125 gr. With 2 optional ingredients served in a bowl, cucumber and scrambled egg. With Liwetan Carani bowl will give calories and enough satiety.



Figure 5.2 Liwetan Carani Product Presentation

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Figure 5.3 Tester

5.4 Media and Promotion

Nowadays, to promote new products, companies use social media such as Instagram, WhatsApp, and others. For other promotions, you can use flyers, brochures, or banners in front of the store to attract the attention of potential buyers.



Figure 5.4 Liwetan Carani Banner



Figure 5.5 Liwetan Carani Instagram

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