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CHAPTER V

EXHIBITION

A. Location and Venue

The Location of Bakmie Ayam Joe Exhibition in Universitas Multimedia Nusantara for the venue is in the Lab. Kitchen Universitas Multimedia Nusantara , Building D floors 3



Picture 5.1 Universitas Multimedia Nusantara

B. Budget

Table 5.1 Budgeting for Exhibiton

Utensil	QTY	Price
Table Cloth	1 pcs	Rp. 25.000
Brochure	20 pcs	Rp.20.000
Exhibition Product	3 types	Rp.30.000
Bowl	6 pcs	Rp.50.000
Grand Total	-	Rp.125.000

C. Product Presentation

1. Original Chicken Bakmie

The Original Chicken Bakmie is a rich seasoned chewy noodle dish that served with minced chicken topping, blanched chaisim, sliced scallion, and chicken stock as the soup. For the price of one portion original chicken bakmie is around Rp20,000.



Picture 5.2 Original Chicken Bakmie

2. Chicken Bakmie with Dumpling

The chicken bakmie with dumpling is consist of a rich seasoned chewy noodle dish that served with minced chicken topping, blanched chaisim, sliced scallion, chicken dumpling, and chicken stock for the soup. For the price of one portion chicken bakmie with dumpling is around Rp25,000.



Picture 5.3 Chicken Bakmie with Dumplings

3. Chicken Bakmie with Dumpling

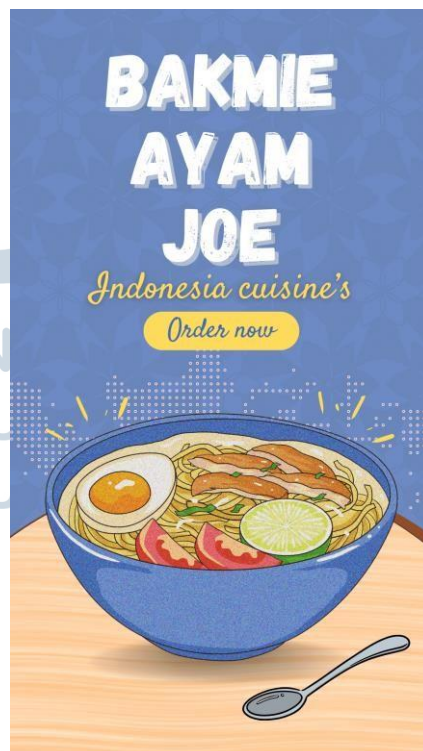
The Chicken Bakmie with Dumpling is consist of a rich seasoned chewy noodle dish that served with minced chicken topping, blanched chaisim, sliced scallion, meatball, and chicken stock as the soup. For the price of one portion chicken bakmie with meatball is around Rp25,000.



Picture 5.4 Chicken Bakmie with Meatball

D. Media and Promotion

For promotional media, Bakmie Ayam Joe uses brochures to reach customers



Picture 5.5 Bakmie Ayam Joe's Brochure