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CHAPTER V EXHIBITION

5.1 Location & Venue

The exhibition “Entrée” will take place in the Lobby PK Ojong of Building D at the Universitas Multimedia Nusantara on November 12, 2021. Iceaholic was first introduced at this exhibition. Iceaholic's participation in this show is depicted in the image below:



Figure 5.1.1 Exhibition



Figure 5.1.2 Iceaholic Booth

Decorative name lamp made of acrylic called "Iceaholic" and a small glass bottle containing flavoring powder for Iceaholic ice cream are shown in the illustration above. One of the promotional forms used is an X-banner, and there is a lighted acrylic called "Iceaholic" and a small glass bottle containing flavoring powder for Iceaholic ice cream. Paper bags and aluminum foil rolls are the next types of packaging used. Then, there is the ice box on the table, which contains a product tester and an ice pack. When entering the exhibition area, hand sanitizer, masks,

and gloves are utilized as a form of health protocol for participants. Do not forget to wear the uniforms that have been determined by the exhibition committee.

6.2 Budget

The following is a list of Iceaholic costs for the exhibition “Entrée”:

Decoration Equipment Cost:

1. Marina Ice Box 12 S : Rp. 215.000
2. Ice Pack size 11x9x3 cm: Rp. 10.500/pcs
3. Ice Pack Brick size 22x9x3 cm : Rp. 20.000/pcs
4. Small Wooden Lid Glass Bottle: Rp. 1.700/pcs
5. Decorative Name Lamp Acrylic: Rp. 34.500
6. X-Banner + foot banner: Rp. 60.000
7. Tablecloth: Rp. 19.499
8. Alumunium foil roll Best Fresh 45cmx 7.6 m: Rp. 23.000
9. Tissue Livi Eco 150 sheets: Rp. 6.000
10. Hand Sanitizer Instance Spray: 9.600
11. Iceaholic Cups(1 pack, 20pcs): Rp. 3.750/pack
12. Wood Stick: Rp. 4.000/pack
13. Ice cream wood Spoon 1 pack 50 pcs: Rp. 2.000/pack

Raw Ingredients Iceaholic Products:

1. Haan Neutral Ice Cream Powder : Rp, 62.000/kg
2. Tastico Capucino Flavoring powder: Rp. 25.000/pcs
3. Tastico Peach Flavoring Powder: Rp. 25.000/pcs
4. Tastico Black Tea Powder:Rp. 25.000/pcs
5. Butterfly Pea Powder (30 gram): Rp. 31.000
6. Matcha Latte Powder 1 pack, 5 pcs: Rp. 34.900
7. Madurasa Honey: Rp. 12.000
8. Almond Slice repack 100 gram : Rp. 17.000
9. La Kreiva Red Velvet Crumb 250 gram: Rp. 15.000
10. Yellow Sukade Repack 250 gram: Rp. 21.000
11. UHT Full Cream Milk: Rp. 15.000/ltr
12. Eggs: Rp. 26.000/kg

13. Koepoe-Koepoe (60 ml) Vanilla Essence: Rp. 10.000
14. Segitiga Biru Flour: Rp. 9.500/kg
15. Gulaku 1 kg: Rp. 15.000
16. Blue Band Margarine: Rp. 7.000/pcs
17. Maizenaku Cornstarch 500 gram: Rp. 9.500
18. SP Koepoe-Koepoe 30 gram: Rp. 9.000
19. Lime Lokal 250 gram: Rp. 7.000
20. Carnation Kental Manis 375 gram: Rp. 9.400
21. Rainbow Chips Repack 150 gram: Rp. 13.000
22. Chocohips Repack 200 gram: Rp. 18.000

5.3 Product Presentation



Figure 5.3.1 Iceaholic Product

Iceaholic sold a product in the form of a layer of ice cream cake with toppings on it at the "Entree" exhibition. They are delivered in non-disposable 125 ml cups that may be washed and reused for chili, seasoning, or other storage containers. Chocochino Oreo, Almond Peach, Rainbow Lime, Yellow Tea, and Red Matcha are among the five flavors available at Iceaholic.

5.4 Media and Promotion

Iceaholic promotes their products both offline and online, in a kiosk at Teraskota Mall BSD and on Tokopedia, Shoppe, and Instagram. Customers can utilize Whatsapp to place orders in addition to on-the-spot or online. The price each variant for Chocohino Oreo, Almond Peach and Yellow Tea are Rp. 20.000, then Rainbow Lime and Red Matcha are Rp. 21.000.

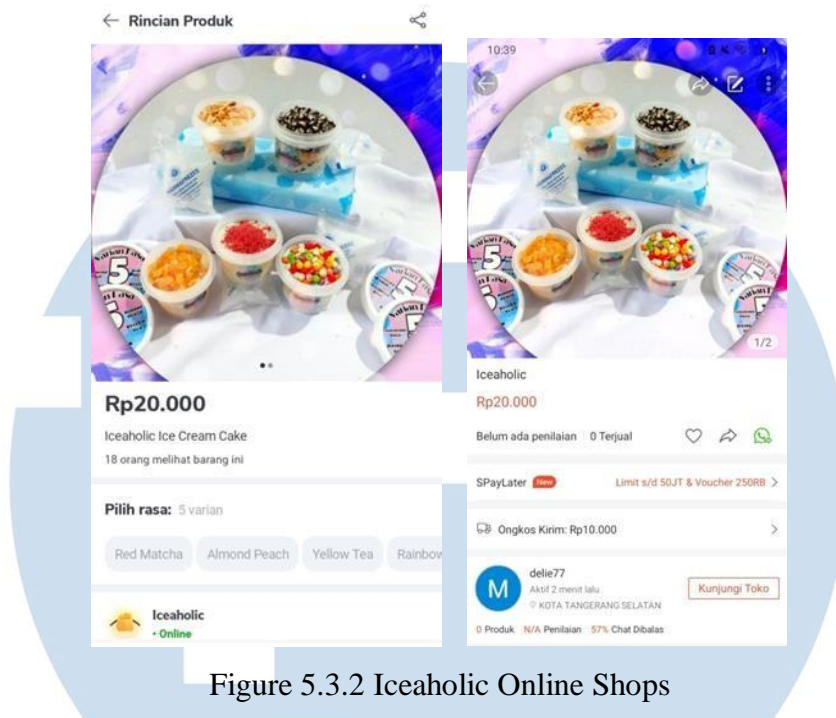


Figure 5.3.2 Iceaholic Online Shops



Figure 5.3.3 Instagram Promotions