

## CHAPTER V

### EXHIBITION

#### 5.1 Location & Venue

Hotel Operations Students doing the exhibition for the product presentation on 16<sup>th</sup> June 2023 at Universitas Multimedia Nusantara. The preparation of this exhibition starts from 10 days before to prepare the equipment and a days before for making the cookies products. In the exhibition, students explain of the products and the strengths to the lecturers and all the invited guest. Also, BOUQIES got several feedbacks to improves product quality.

#### 5.2 Budget

To carry out this exhibition, there is a budget spent by students. Here's the details budget expenses of BOUQIES for exhibition.

Table 5.1 Bugdet for Exhibition 1

Items	Unit	Expenses
Cookies Ingredients	Dough	Rp 81.000
Bouquet paper	5	Rp 16.000
Double tape	1	Rp 6.000
Wooden stick	5	Rp 10.000
Jar	20pcs	Rp 60.000
Ribbon	1 roll	Rp 1.000
Printing	Banner and Sticker	Rp 15.000
	Total	Rp 189.025

Source: Owner

### 5.3 Product Presentation

The Hotel Operations students should display their products in the square table to get evaluation from the lecturer and invited guest. Here's the display for BOUQIES on the exhibition.



Figure 5.1 Chocolate Cookies



Figure 5.2 Sakura Cookies



Figure 5.3 Exhibition

## 5.4 Media and Promotion

BOUQIES using to promote the product by social media, Instagram and the photos of the social media that BOUQIES are making for improves brand awareness and built consumer trust.

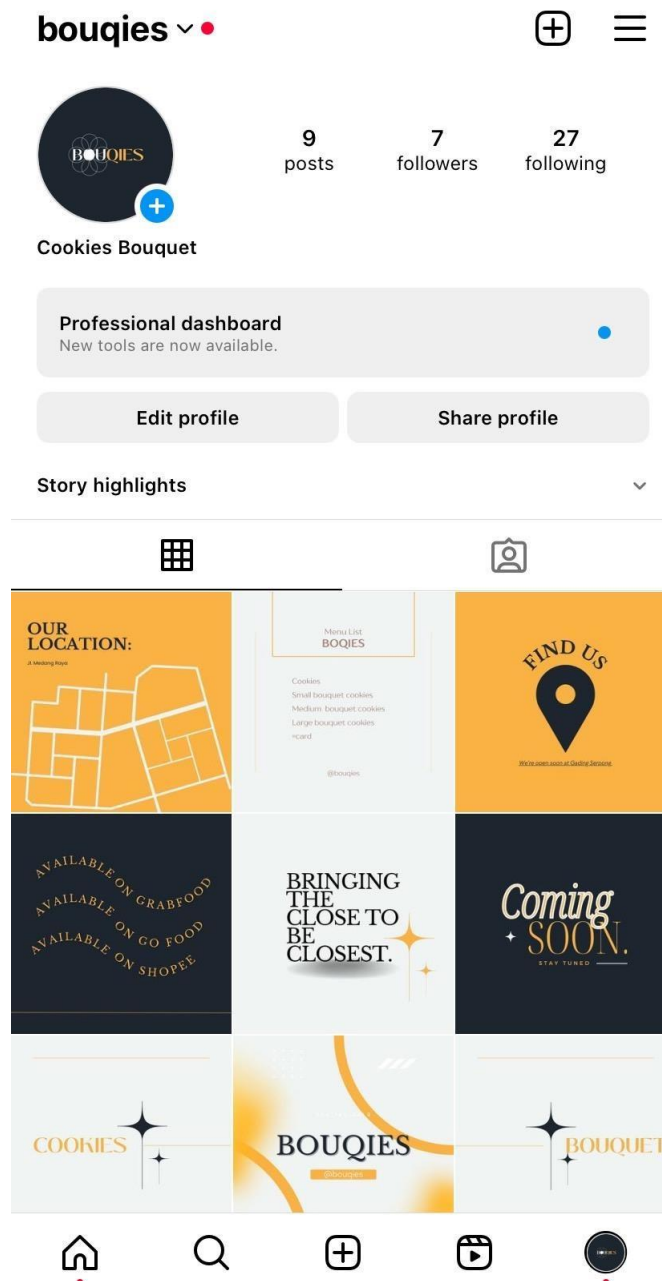


Figure 5.4 Instagram BOUQIES