

CHAPTER V

EXHIBITION

5.1 Location & Venue

The location prepared to introduce Cake Miss U is in Building D of Multimedia Nusantara University, 3rd Floor, in the Restaurant Practice Laboratory. The exhibition is attended by lecturers and also guests invited by the lecturers. They are present to see and enjoy Cake Miss U's products as well as provide feedback and evaluations on the displayed products. All participants are expected to enjoy the event safely and comfortably by following the established health protocols.



Figure 5.1 Grooming



Figure 5.2 Exhibition





Figure 5.3 Exhibition

5.2 Budget

The budget used for the exhibition includes the purchase of banners, table decorations, and also the purchase of ingredients for making tiramisu. Additionally, packaging for the tiramisu needs to be purchased as well. For the packaging, stickers with dimensions of 15 x 4 cm are required.

Table 5.1 Budget for Promotional Exhibition

Description	Price
A3 Banner	Rp 10.000
Sticker	Rp 15.000
Total	Rp 25.000

5.3 Product Presentation

The owner showcased Cake Miss U's product, which is the non-coffee Tiramisu, at the exhibition. This product is made with the aim of providing various Tiramisu options without coffee flavor, suitable for individuals who cannot consume caffeine. The promotion was conducted by offering testers and providing information about the Cake Miss U brand. This includes details about its location at Jl.Yakin no.30, the price of each product, and where the products can be found, such as through Gojek, Grab, and social media.




Figure 5.4 Product Presentation

5.4 Media and Promotion

cakemissu_ ▾ ●

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 **9** Posts **0** Followers **0** Following

CAKE MISS U
Homemade Tiramisu for people who don't like coffee !
Contact :
🌿 Whatsapp : 082844882266
🌿 Line : cakemissline
🔗 cakemissu.com

Edit profile Share profile +

📱 📷

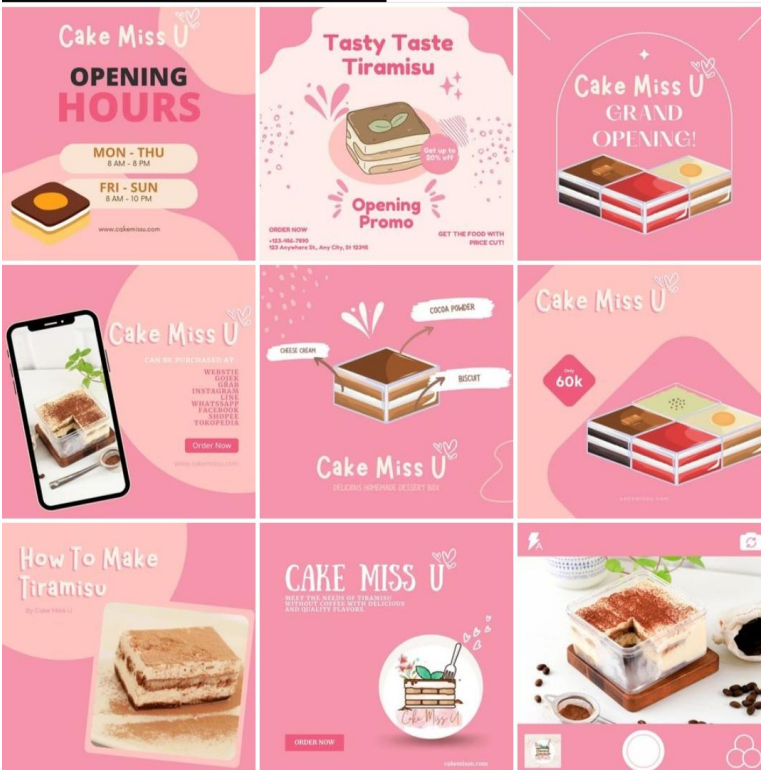


Figure 5.5 Cake Miss U Social Media



Figure 5.6 Cake Miss U Banner Exhibition



Figure 5.7 Cake Miss U Sticker Packaging

For exhibitions, Cake Miss U utilizes A3-sized paper banners that are displayed in front of the exhibition table. The banners include information about Cake Miss U, including our social media accounts and official website, to make it easy for customers to find our products. Additionally, we affix stickers with the same information to the banners, facilitating customer access to our social media and website. In terms of online promotion, Cake Miss U actively utilizes Instagram as one of the social media platforms to introduce and promote our products. Through our Instagram account, we share appealing photos of our cakes, provide information about various available cake types, and offer special deals and discounts to our followers. We also strive to provide engaging and inspiring content to generate interest and capture the attention of potential customers.