

CHAPTER V

EXHIBITION

5.1 Location & Venue

Exhibition took place at UMN (Universitas Multimedia Nusantara) Hotel Operation's restaurant lab with 20 tables set up.



Figure 5.1 Exhibition Set Up

5.2 Budget

The budget used to create the products for this exhibition is already included with the packaging of 10 rice bowls and printing materials, such as business card, and banner.

Table 5.1 Exhibition Budget

No	Products	Price
1	10 pcs Paper bowl 750 ml @Rp3.250	Rp32.500
2	30 pcs Plastic Spoon @Rp107	Rp3.210
3	10 pcs Thinwall Cup 150ml @Rp516	Rp5.160
4	Cabe Merah Besar 1 kg	Rp29.000
5	Cabe Merah Keriting 1 kg	Rp23.000

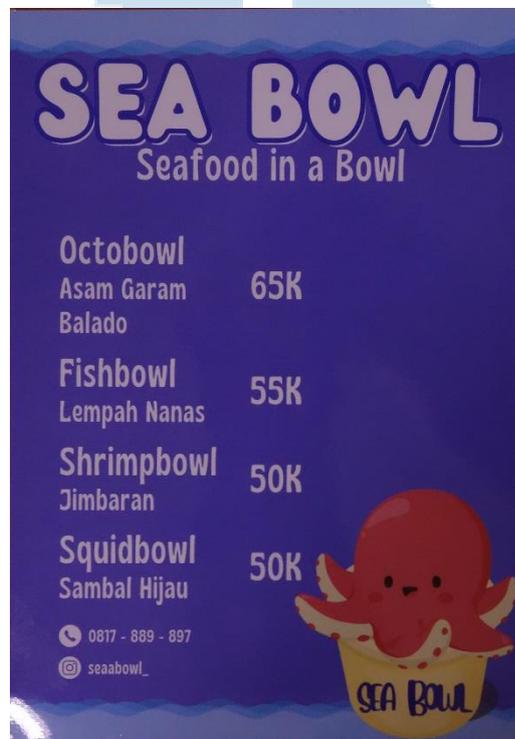
6	Cabe Rawit 500 gr	Rp14.000
7	Bawang Merah 500 gr	Rp22.000
8	Bawang Putih 500 gr	Rp17.500
9	Kunyit Bubuk 500 gr	Rp37.500
10	Kemiri 100 gr	Rp7.000
11	Asam Kandis 50 gr	Rp1.500
12	Asam Jawa 250 gr	Rp20.000
13	Nanas 150 gr	Rp8.750
14	Daun Jeruk	Rp1.000
15	Beras 1 kg	Rp14.380
16	Garam 100 gr	Rp1.497
17	Gula 100 gr	Rp1.600
18	Lada 100 gr	Rp35.900
19	Bawang Bombai	Rp35.000
20	Terasi	Rp380
21	Saus Tomat	Rp15.000
22	Saus Sambal	Rp21.850
23	Saus Tiram	Rp39.800
24	Kecap Manis	Rp22.950
25	1 pcs Lemon	Rp1.785
26	Cabe Ijo Besar 150 gr	Rp5.610
27	Cabe Rawit Ijo 50 gr	Rp1.062
28	Sereh	Rp3.000
29	Daun Salam	Rp1.000
30	Gurita kecil 500 gr	Rp35.000
31	Cumi Sero 250 gr	Rp18.750
32	Udang Tiger 250 gr	Rp19.500
33	Ikan Kakap Fillet 250 gr	Rp21.250
	TOTAL	Rp517.434

5.3 Product Presentation

For the presentation, owner put small cup filled with rice in the front desk for tester, with rice bowls stacked at the back of the tester for appealing presentation.

5.4 Media and Promotion

Owner using product price lists and business card to promote the products. Instagram are also used by owner as a platform to spread the brand awareness.



SEA BOWL	
Seafood in a Bowl	
Octobowl	
Asam Garam Balado	65K
Fishbowl	
Lempah Nanas	55K
Shrimpbowl	
Jimbaran	50K
Squidbowl	
Sambal Hijau	50K

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@seaabowl_

SEA BOWL

Figure 5.2 Seabowl Product Price List