

CHAPTER V

EXHIBITION

5.1 Location & Venue

The exhibition was held on Friday, June 16, 2023, at Multimedia Nusantara University in Prasanti Restaurant from 10 a.m. to 12 p.m. In this exhibition, the author showcased OMÓ Choux products to introduce them to the audience and receives feedback.



Figure 5. 1 Location & Venue

Source: UMN 360 VR



Figure 5. 2 Exhibition

5.2 Budget

Table 5. 1 Exhibition Budget

Tools & Supply	Price (Rp)	Quantity	Total (Rp)
Packaging	3.000	5 Pcs	15.000
Table Cloth	38.000	1 Pcs	38.000
Mini Dried Flowers (Decor)	15.000	2 Pcs	30.000
Bohemian Plate (Tester)	875	16 Pcs	14.000
Mini Dessert Fork (Tester)	5.000	1 Pack	5.000
Cake Stand (Display Tester)	24.250	1 Pcs	24.250
Sticker	2.000	5 Sheets	10.000
Printing (X Banner & Business Card)	60.000	1 Pcs	60.000
Ring Cutter (1 set)	22.000	2	22.000
Packaging	3.000	5 Pcs	15.000
Ingredients	416.000	-	416.000
TOTAL			634.250

Source: Author Data

5.3 Product Presentation



Figure 5. 3 Product Presentation

During the exhibition, there were 9 evaluators who assessed OMÓ Choux products. Most evaluators liked the taste of OMÓ Choux, but not the appearance. The appearance is not attractive due to the difference in size between one choux and another, and also its texture is not crunchy as it should be. There were some feedback received by the Owner from the judges including:

- 1) The Owner should add a regular/original flavor such as vanilla custard so that people who don't like unusual variants can choose the common ones
- 2) For the avocado variant, it might be better to use avocado paste instead of fresh avocado fruit to maintain a dense custard texture.

Overall, according to the judges, the taste is good, but attention should be paid to the shape and texture of the product.

5.4 Media and Promotion

During the exhibition, OMÓ Choux used X banner 60 cm x 160 cm and business card for promotion.



Figure 5. 4 OMÓ Choux X Banner