

## CHAPTER V

### EXHIBITION

#### 5.1 Location & Venue

Scoffee has been introduced the products in Entrée exhibition on 20<sup>th</sup> December 2022 in Prasanti Restaurant, 3<sup>rd</sup> floor of PK Ojong Jacob Oetama Tower at Universitas Multimedia Nusantara.



Picture 5.1. Scoffee Booth Presentation

#### 5.2 Budget

The budget spent for the exhibition are as follow:

Table 5.1.

Products	Unit	Price
Banner	1 pcs	Rp 10.000
Table set	1 pcs	Rp 50.000
Table decoration	1 set	Rp 50.000
Tester	3 bottles	Rp 75.000
Packaging	3 bottles	Rp 10.000
<b>Total</b>		<b>Rp 195.000</b>

### 5.3 Product Presentation



Picture 5.2. Scoffee's Original Irish Coffee

The products that was introduced is the Original Irish Coffee that was packaged in a special bottle to promote the brand.

### 5.4 Media and Promotion

The media promotion that Scoffee used during the exhibition is the packaging and the banner of the logo. Besides the bottle packaging and the banner, Scoffee also provided beverage testers so that the visitors can taste the product.



Picture 5.3. Scoffee's banner