

CHAPTER V

EXHIBITION

5.1 Location & Venue



Figure 5.11 Booth Exhibition

Rollie' Crepe business exhibition is on the campus of Multimedia Nusantara University and is located on the 3rd floor of Building D. For the exhibition, each exhibition is provided with 1 table to show the product and the product is arranged attractively and by displaying the menu so that the product is clearly visible. and during the exhibition, it was assessed by the head of the hospitality study program as well as lecturers and several colleagues of multimedia Nusantara University.

5.2 Budget

This is the budget needed for the rollie' crepe exhibition and includes the tester and materials needed for the exhibition.

Table 5.1 Budget

No.	Product	Quantity	Price
1.	Rollie Berry	5	Rp 26,988.82
2.	Chocoreo	5	Rp 39,675.49
3.	Rollie Lotus	5	Rp 35,550.49
4.	Chocomarie	5	Rp 32,651.32
5.	Spoon	20	Rp 4,000.00
6.	Packaging	20	Rp 18,000.00
7.	Cup Taster	20	Rp 11,000.00
8.	Sticker Logo Packaging	60	Rp 15,000.00
9.	Print Menu	1	Rp 20,000.00
TOTAL			Rp 2,254,330.60



5.3 Product Presentation



Figure 5.12 Rollie Crepes Product

Rollie Crepe specializes in offering a delightful variety of crepe rolls, each bursting with unique flavors to cater to diverse taste preferences. The product lineup includes Rollie'Berry, ChocoOreo, Rollie'Lotus, and ChocoMarie. Each crepe roll is meticulously crafted, packaged, and sold either by the slice or as a whole roll, providing flexibility and convenience for customers. Adding an extra layer of indulgence, every Rollie' Crepe is served with a scoop of ice cream, enhancing the overall dessert experience. To engage potential customers and showcase the quality and flavor of their products, Rollie' Crepe offers testers at exhibitions, allowing attendees to sample each flavor. This strategic approach not only highlights the distinct tastes of each crepe roll but also encourages trial and repeat purchases,

solidifying Rollie' Crepe's reputation for delicious and innovative dessert offerings.

5.4 Media and Promotion

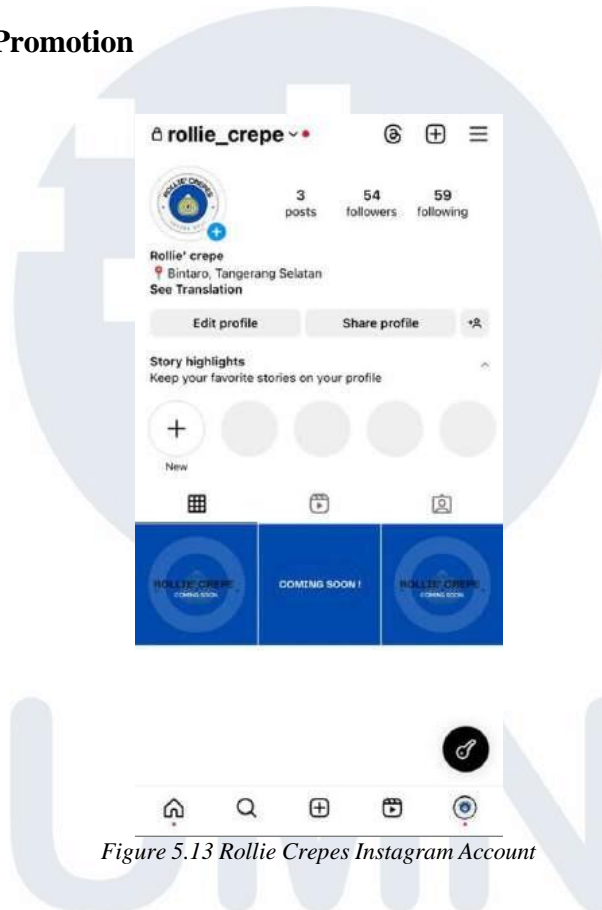


Figure 5.13 Rollie Crepes Instagram Account

Rollie's Crepe is set to expand its presence by opening an offline store while also making its delicious crepe rolls available for online orders through popular platforms like GoFood and GrabFood. To enhance its visibility and attract a wider customer base, the owner has established an Instagram account dedicated to promoting Rollie's Crepe. Leveraging social media, particularly Instagram, allows Rollie's Crepe to engage with potential customers by showcasing enticing images

and videos of their crepe rolls, sharing customer reviews, and announcing special promotions or new product launches. With the growing influence of social media as a powerful marketing tool, Rollie's Crepe aims to capitalize on this trend to build a strong online community, generate buzz, and drive both online and offline sales. By combining a physical storefront with a robust online presence and strategic use of social media, Rollie's Crepe is poised to attract a diverse audience, increase brand awareness, and ultimately boost its overall revenue.

