

CHAPTER V

EXHIBITION

5.1 Location & Venue



Figure 5.1 Exhibition

Bagashi Held its First exhibition at Universitas Multimedia Nusantara as a part of the final project. This market debut of Bagashi, and created specifically to fill the requirements of the final project. During the exhibition, all of Bagashi's products were showcased and offered for tasting to visitors , providing an opportunity for visitors to taste the unique flavors. This exhibition is a milestone and valuable experience for Bagashi to present the brand to the public.

5.2 Budget

This is the budget for Bagashi to hold an exhibition at Universitas Multimedia Nusantara.

Table 5.1 Budget

No	Product	Quantity	Price
1.	Rice	2kg	Rp. 50.000
2.	Mayo	200gr	Rp. 10.000
3.	Tuna Can	150gr	Rp. 34.500
4.	Minced Beef	200gr	Rp. 18.000
5	Chicken Breast	1kg	Rp. 50.000
6	Tomato sauce	200gr	Rp. 6.900
7	Tartar sauce	100gr	Rp. 10.500
8	Gindara Fillet	500gr	Rp. 39.000
9	Garlic	100gr	Rp. 4.000
10	Bread Flour	100g	Rp. 10.000
11.	Bbq Sauce	200gr	Rp. 10.500
12	Salt	500gr	Rp. 7.700
OTHER			
13	Tissue	1	Rp. 18.000
14	Plastic Plate	20	RP15.000

15	Banner	1	Rp30.000
16	Print menu (with laptop)	0	-
TOTAL			364.100

5.3 Product Presentation



Figure 5.2 Bagashi product

During the Bagashi exhibition, the products were presented in smaller portions to make it easier for visitors to eat the sample. Each item was beautifully displayed on the table, allowing participants to select and taste the product directly. This presentation not only showcased but also provided an interactive and engaging experience for the audience.

In addition to the tasting, Bagashi highlighted one of the takeaway products, which is simple but the take away product has small stickers for the title Bagashi. This added a professional touch emphasizing Bagashi's commitment to quality and attention to detail. The combination of delicious samples and branded packaging demonstrated Bagashi readiness to enter the market.

5.4 Media and Promotion

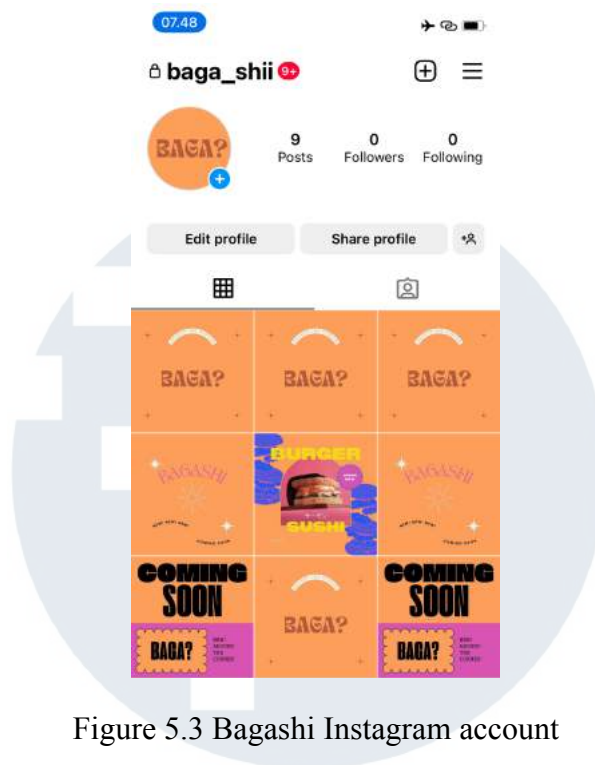


Figure 5.3 Bagashi Instagram account

To expand its market reach, Bagashi has established a strong presence on various social media platforms. These official accounts are designed to be visually appealing and engaging, aiming to capture the attention of potential customers and create a memorable digital brand identity.

Social media serves as a hub for showcasing Bagashi's diverse product offerings, giving followers insights into the delicious creations available. In addition to product highlights, these platforms are strategically utilized to announce exciting promotions and special offers, ensuring that customers stay informed and are encouraged to engage with the brand.

Bagashi's presence on social media plays a crucial role in its journey to success since its initial launch. Through an effective digital marketing approach, Bagashi continues to strengthen its market appeal and build stronger relationships with its customers.