

## CHAPTER V

### EXHIBITION

#### 5.1 Location & Venue

The exhibition located in Universitas Multimedia Nusantara, for more detail, its held on Hospitality Faculty. The exhibition held on Friday, June 16th 2023, starts from 9am – 12 pm. Every student is given 1 table to put the product. The event it is supposed to showing every students product for final project. There are lecturer and some judges to ask some question about the product, whats the unique, price, etc.



Figure 5.1 Olatcha Booth

Source: Author Data

#### 5.2 Budget

The budget spent for the exhibition are as follow:

Table 5.1 Exhibition Budget for Olatcha

Products	Unit	Price
Banner	1	10.000
Table set	1	50.000
Table decoration	1	100.000

Tester	20	250.000
Packaging	20	40.000
Total		Rp 450.000,-

### 5.3 Product Presentation

The products that was introduced is variants of croffle that were served with sticks and paper plates with sticker of the brand logo.



Figure 5.2 Product Presentation

Source: Author Data

### 5.4 Media and Promotion

The media promotion that Olatcha used during the exhibition is the banner and the testers.



Figure 5.3 Olatcha Banner

Source: Author Data