

CHAPTER V

EXHIBITION

5.1 Location & Venue

The exhibition takes place in the lobby of building D, P. K. Ojong Oetama Tower, Universitas Multimedia Nusantara. In this lobby, 30 tables are provided for students to prepare their own products. This layout assists the students in showcasing their products.



Figure 5.1 The owner with the booth at Entrée Exhibition

5.2 Budget

The table below shown the budget allocated for the exhibition. This budget covers all materials needed to make 1.5 liters of each beverage variant for sampling and display. It also includes other supporting items such as printing materials, standing banners, sample cups, packaging for takeaway display, ring menu banners, and stands for menu tags.

Table 5.1 Booth Expense

Booth		
No	Item	Price
1	Menu Tag	7,125

2	Ring Hanger	24,440
3	Print	62,500
4	Paper Cup	18,870
5	Acrylic Stair	26,863
6	Packaging	16,990
7	Tea Blend Bottle	2,740
8	Apron	33,792
9	Sample Bottle	98,087
	TOTAL	291,407

Table 5.2 Ingredients Expense

Ingredients		
No	Ingredients	Price
1	Elderflower Syrup	111,538
2	Ginger Powder	31,150
3	Watermelon	18,395
4	Green Apple	7,600
5	Rosemary	13,000
6	Lychee Syrup	14,990
7	Lemon Syrup	35,340
8	Cucumber	5,241
9	Tea Strainer	10,000
10	Green Apple Syrup	15,000
11	Raspberry Syrup	15,000
12	Wild Mint Syrup	30,000

13	Watermelon Syrup	51,950
14	Lemon Juice	40,796
15	Rosella	9,900
16	Sakura Petal	9,980
17	Dried Strawberry	8,500
18	Chamomile	8,960
19	Butterfly Pea	2,380
20	Peppermint	3,200
21	Lemongrass	4,960
22	Green Tea	5,780
	TOTAL	453,660

5.3 Product Presentation

Explain the products that you present in the exhibition along with the photos of the product.

At the exhibition, Tea Tales presents its variations of five delicious tea mocktails. Each tea is showcased in a 1 litre bottle, along with the tester cups for sampling. Additionally, the display features options for both the take-away and dine-in, showcasing the tea blend of each flavor.



Figure 5.2 Dine-in display



Figure 5.3 Product Sampling



Figure 5.4 Take-away display and Tea Blend display

5.4 Media and Promotion

To promote Tea Tales, the owner uses several tools that are designed to provide information and attract attention, making it easy for customers to learn about and engage with Tea Tales.

1. **Standing Banners:** Tall banners, adjusted to average human height for easy visibility, featuring an iconic picture of Tea Tales (wine glasses cheering), the tagline, logo, a brief description of Tea Tales, and a QR code. The QR code links to Tea Tales' linktree, which includes access to the guest comment form, digital menu, WhatsApp, and Instagram.
2. **Menu Book:** A detailed book with each product's name, description, price, pictures, contact number, and Instagram account. This helps customers learn more about the products and how to connect with Tea Tales.

3. Ring Menus: Small booklets filled with Tea Tales promotions, individual product pictures, and descriptions. They are printed in high resolution to attract customers.
4. Instagram: Used as the primary social media platform for selling products and engaging with customers. High-resolution photos of products are shared to make Tea Tales visually appealing and to attract more followers and customers.



Figure 5.5 Promotional Tools



Figure 5.6 Standing Banner

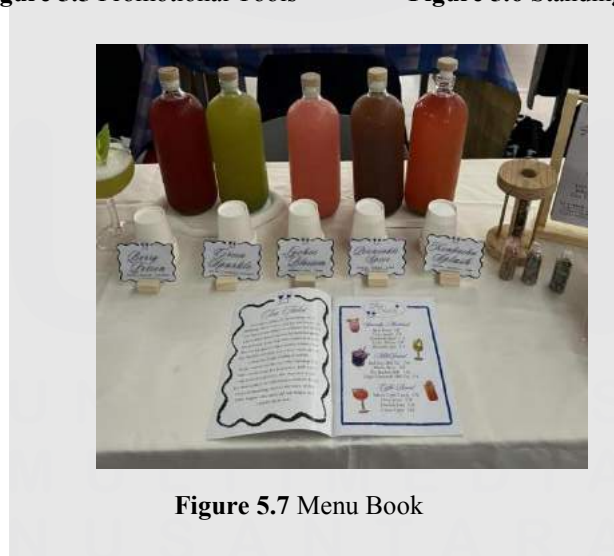


Figure 5.7 Menu Book



Figure 5.8 QR Code Access

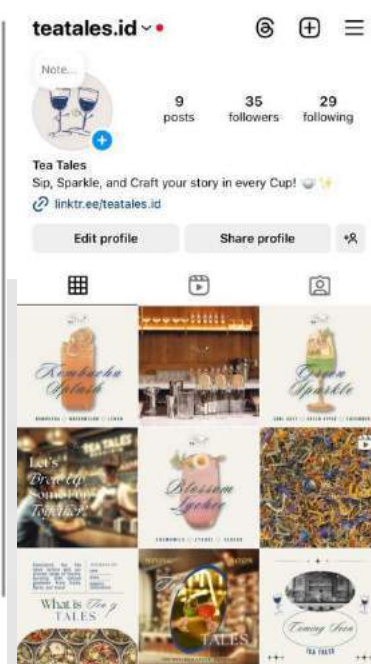


Figure 5.9 Instagram Account



Tea Tales Guest Comment Form

We hope you enjoyed your experience at our Tea Tales Slow Bar! Your feedback is valuable to us as we strive to create the best possible drinks and atmosphere. Please take a moment to share your thoughts with us.

[Login ke Google](#) untuk menyimpan progres:
[Pelajari lebih lanjut](#)

* Menunjukkan pertanyaan yang wajib diisi

Figure 5.10 Guest Comment Form