

CHAPTER V

EXHIBITION

5.1 Location & Venue

This time, the exhibition took place in Lobby D Annex at Universitas Multimedia Nusantara. There, 28 tables were set up for us. The exhibition layout was effective for us to present our product.



Figure 5. 1 Product Presentation

Source: Author Picture



Figure 5. 2 Product Presentation

Source: Author Picture



Figure 5. 3 The owner with the booth at Entrée Exhibition

Source: Author Picture

5.2 Budget

This is all of the Budget needed for the exhibition. The budget is included all ingredients for making 60 pieces of madeleine and printing materials such as leaflets, banner, and name card.

Table 5. 1 Budget

No	Products	Price
1.	Unsalted Butter Anchor 500 gr	65.000
2.	Tepung Kunci Biru Kemasan 1 kg	15.000
3.	Baking Powder Double Acting Hercules 110 gr	12.000
4.	Cocoa Powder Barry Cellebaut 200 gr	17.000
5.	Pure Japan Matcha Powder 100 gr	39.501
6.	Toffieco Mint Essence 25 ml	30.000
7.	Diva Rose Essence 30 ml	35.000
8.	Plastic 100 pcs	16.000
9.	Packaging paper 20 pcs	54.800
10.	Figure Acrylic	35.452
11.	Tray Pink	11.093
12.	Pink Ribbon	6.163
13.	Pin (bros custom)	12.000
14.	Timbangan Dapur 3kg	40.899
15.	Taplak Meja Kain Putih	26.500
16.	Banner	32.000
17.	Sticker Character	34.000
18.	Flyer Mini	8.000
19.	Paper Sleeve	24.000
20.	Loyalty Card	8.000
Total		Rp. 522.408

5.3 Product Presentation

For the product presentation, the owner put ten small Madeleine testers in front of the desk, each flavor having ten pieces. Also, the owner put a packaging display for the hamper packages for Christmas, Eid Mubarak, Lunar New Year, and Daily to attract customers and make the booth more interesting.



Figure 5. 4 Product Presentation

Source: Author Picture



Figure 5. 5 Product Presentation

Source: Author Picture



Figure 5. 6 Product Presentation

Source: Author Picture

5.4 Media and Promotion

The owner prints the banner with a standing mini banner, loyalty card, sticker, paper sleeve, and price lists, and the owner decided to use Instagram as the social media for selling the products. All are printed in excellent resolution, so it will be more eye-pleasing to the customer. The A5 paper contains product names, descriptions, prices, contact numbers, and Instagram accounts.

The owner also used banners as supporting promotional tools. The owner also decided to use mini x banners to show the product's banner clearly and improve the exhibition ambience, such as when people passing by come and see the product.



Figure 5. 7 Product's Banner

Source: Author Picture

The owner prints 28 x 38 cm of banner that increases the product's exhibition ambience. The picture represents the salad dressing usability for madeleine, contain all flavor names, owner's phone number and Instagram.



Figure 5. 8 Menu List and Customer Feedback

Source: Author Picture

The A5 paper menu list, contains of each of the products name, product description, contact person, and Instagram.



Figure 5. 9 Loyalty Card

Source: Author Picture

The loyalty cards contain the owner's name, owner's phone number, stamp, and the rules to get the promotion.



Figure 5. 10 Packaging Paper Sleeve

Source: Author Picture

The paper sleeve is used for packaging hampers. It is folded into each packaging side, and the paper wraps it. The design contains the theme of that day's event, such as the Lunar New Year, Eid Mubarak, or Christmas. Maddie Bakes contact number and Instagram account are also available.



Figure 5. 11 Interaction with Customer

Source: Author Picture

At this time, a few customers came to the booth to try the tester. Many of them liked the matcha and Earl Grey flavors. The customer also gave feedback by scanning the Google forms.

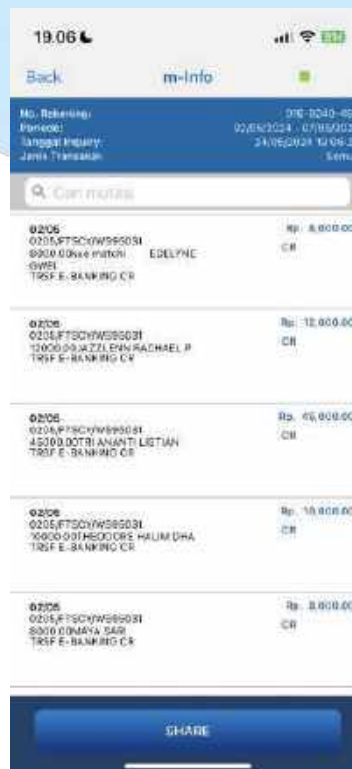


Figure 5. 12 Transaction Maddie Bakes

Source: Author Picture

Around 5-7 people buy madeleine from Maddie Bakes; most buy per piece, and one person buys one package of Christmas edition.

