

## CHAPTER V

### EXHIBITION

#### 5.1 Location & Venue

The Hotel Operations Program held an exhibition venue for 4th semester students right beside the Annex at the first floor of D Building in Universitas Multimedia Nusantara. The exhibition was held in a public area, consisting of 30 people and 30 booths in total. Each student had to showcase their own brands and products for this exhibition. PannacoTea!'s booth was at the foremost position at the front, the owner gave her best for the PannacoTea! exhibition, wanting to showcase creativity, approachability, and the eco-friendly practices for PannacoTea!.

The owner used a light brown cloth as the tablecloth, along with a linen cloth runner embroidered with the PannacoTea! logo. As for the decorations, the owner used earth-toned colors using mostly wood, fabric, paper, and acrylic.



*Figure 5.1 PannacoTea!'s Booth with the Owner*

## 5.2 Budget

In order to create the booth that the owner had arranged, here is the approximate data for the budget needed:

**Table 5.1** Display Material Expenses

Display Material Expenses				
No	Item	Qty	Price	Total Cost
1	Table Cloth	1	50,000	50,000
2	Table Liner	1	30,000	30,000
3	Logo Embroidery (Liner)	1	80,000	80,000
4	Apron	1	35,000	35,000
5	Logo Embroidery (Apron)	1	20,000	20,000
6	Sticker Sheet	5	5,399	26,995
7	Rice Straw	1	33,300	33,300
8	Paper Straw	3	5,000	15,000
9	Tracing Paper	10	7,000	70,000
10	Brown Kraft Paper	5	3,000	15,000
11	Stamp Logo	1	65,000	65,000
12	Wooden Menu Holders S	5	1,880	9,400
13	Wooden Menu Holders M	1	2,320	2,320
14	Acrylic Stand	2	33,000	66,000
15	Tester Straw Holder	1	10,000	10,000
16	Rice Straw Holder	1	16,000	16,000
17	Mini Dispensers	5	15,000	75,000
18	Tissue	2	5,000	10,000
19	Towel	3	10,000	30,000
20	Mini Measuring Jug	1	6,000	6,000
21	Mini Funnel	1	3,000	3,000
22	Menu Print	1	4,000	4,000
23	Poster Print	1	4,000	4,000
24	Folding Table	1	400,000	400,000
25	A3 Acrylic Sheet	1	90,000	90,000
26	Portable Easel	1	60,000	60,000
27	Digital Design (Bottle Drawin	1	100,000	100,000
28	Tea Tubes	6	12,000	72,000
29	Tea Tube Holder	1	25,000	25,000
			<b>Total</b>	<b>1,423,015</b>

**Table 5.2** Ingredient Expenses

Ingredient Expenses				
No	Item	Qty	Price	Total Cost
1	Milk	5	19,000	95,000
2	Cream	2	72,000	144,000
3	Gelatine	1	26,000	26,000
4	Sugar	1	14,000	14,000
5	Brown Sugar	1	47,000	47,000
6	Honey	1	50,000	50,000
7	Dark Chocolate	1	47,000	47,000
8	Mango Syrup	1	72,000	72,000
9	Oolong Tea	1	18,900	18,900
10	Earl Grey Tea	1	45,000	45,000
11	Jasmine Tea	1	27,000	27,000
12	Green Tea	1	13,000	13,000
13	Matcha	2	25,000	50,000
14	Butterfly Pea Flower	1	30,000	30,000
			<b>Total</b>	<b>678,900</b>

### 5.3 Product Presentation



*Figure 5.2 PannacoTea!'s Booth*

The owner showcased PannacoTea!'s products by using the actual bottles and ingredients all packed up and put it to the acrylic stand. The products were arranged as such, with It's Dark, Earl! in the very front as it is the product that the owner recommends so people passing by would be interested in trying the product. The dispensers are aligned diagonally to ensure people can see the colors of the liquids inside, containing the beverages. The owner demonstrated a bit of PannacoTea!'s product-making by pouring the beverages all on-site, making it an interesting experience for customers buying or trying the products.

## 5.4 Media and Promotion

The owner had bought a digital drawing of each of the PannacoTea! products, to match and showcase the beverages, visually accurately, by color, bottle, etc. This design was made originally by the owner. It showcases the fun and interesting vibe that PannacoTea! is meant to spread.



Figure 5.3 Banner Design

This was how the owner promoted PannacoTea!'s exhibition:



Figure 5.4 Social Media Promotion