

CHAPTER V

EXHIBITION

5.1 Location & Venue

For the exhibition which will be held on May 2 2024, the event will be held in Building D, precisely in the Annex area, with several tables provided for the exhibition.



Figure 5.1 The Booth of MusuBite'S in Exhibition

5.2 Budget

The following outlines the budget for the exhibition of MusuBite'S products. This budget covers all necessary expenses to ensure a successful presentation and promotion, from booth setup to marketing materials. Proper allocation of resources is crucial for maximizing exposure and engaging with potential customers effectively.

Table 5.1 Booth Budget

No.	ITEM	PRICE
1	Tablecloth	Rp. 35.000
2	Banner and Standing Banner	Rp.160.000
3	Small Brochure	Rp. 30.000
4	Sticker	Rp. 70.000
5	Tissue	Rp. 10.000
6	Hand Glove	Rp. 15.000
	TOTAL	Rp. 320.000

Table 5.2 Ingredients

No	ITEM	PRICE
1	Dori Fish	Rp. 38.400
2	Chicken Fillet	Rp.35.000
3	Silky Tofu	Rp.12.000
4	Corn Starch	Rp.10.000
5	Mayo	Rp.31.500
6	Condensed Milk	Rp.15.000
7	Lemon	Rp.20.000
8	Onion	Rp.14.500
9	Bread Crumbs	Rp.15.700
10	Seaweed	Rp.17.500
	TOTAL	Rp.209.600

The total budget for the MusuBite'S exhibition is Rp 529,000, which is divided between the exhibition table and cooking materials.

5.3 Product Presentation

MusuBite'S gives a presentation about the dishes that will later be sold, apart from that, this exhibition also displays the packaging that will be used by MusuBite'S products.



Figure 5.2 MusuBite'S Presentation



Figure 5.3 Product Example of MusuBite'S

5.4 Media and Promotion

The owner carries out promotions through banners displayed at the exhibition, the banner includes an Instagram account and the exhibition location. Apart from that, the owner also provides a small piece of paper containing the account and menu of MusuBite'S so that consumers get to know MusuBite'S better.



Figure 5.4 Banner of MusuBite'