

CHAPTER V

EXHIBITION

5.1 Location & Venue

Location is at UMN (Universitas Multimedia Nusantara) Hotel Operation Hall next to the Campus Canteen. Noel T-Hos is provided with one table for product exhibits.



Figure 5.12 The Booth at the Exhibition

5.2 Budget

The budget for the exhibition includes the make of the products, all the apparatus needed (cups to drink from), brochures, welcome card, and banner, but does not include decoration like table cloth, napkins and cooler box, which the writer does not need to buy.

During the exhibition, the writer prepared 18 bottles of tea consisting of three types: 6 Oolong, 6 Osmanthus and 6 Masala.

Table 5.18 Exhibition Budget

Exhibition Budget	
Oolong 50 gr	20,000
Masala 50 gr	35,500
Osmanthus 50 gr	40,000
water	15,000
coaster (3)	15,000
brochures, cards	21,000
X-banner	80,000
bottles (18)	23,400
drinking cups (isi 50)	<u>12,800</u>
	262,700

5.3 Product Presentation

For the presentation, the write gives a sample of 18 bottles with 3 variations of tea: 6 of each. And prepare sampling cups for tasting.

The products are put on the tables and in the cooler box, with a presentation of the tea leaf place on coaster. One coaster for one sample.

The layout of the presentation has already been prepared before the exhibition day, so on the D-Day, the writer does not have difficulty to set up the exhibits.

Each of the product is freshly brewed and can be tasted or brought home. For tasting on the venue, the writer is preparing sampling cups.

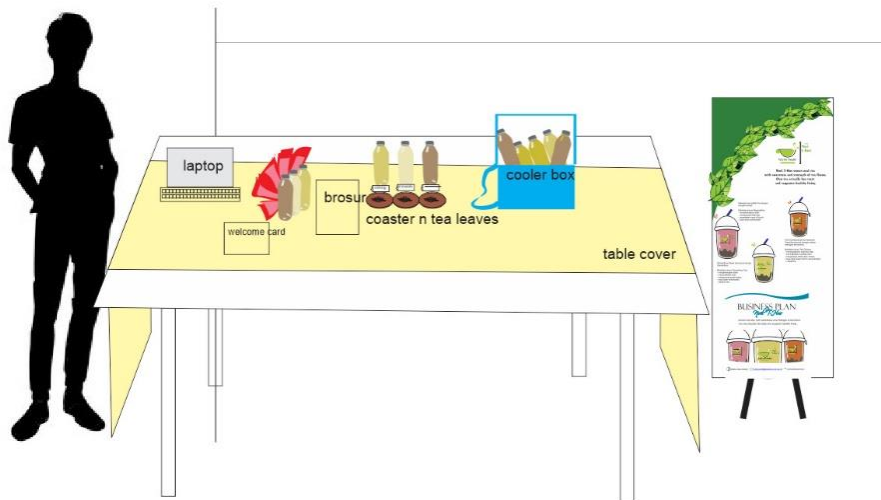


Figure 5.23 Layout of the Presentation

5.4 Media and Promotion

The writer is using welcome card and brochures to promote the product. In the brochures there is the benefit of the product for health. This way, the writer wants to educate the market because the product is considering for health. The writer was also using Instagram @Noel T-Hos to spread the brand awareness.

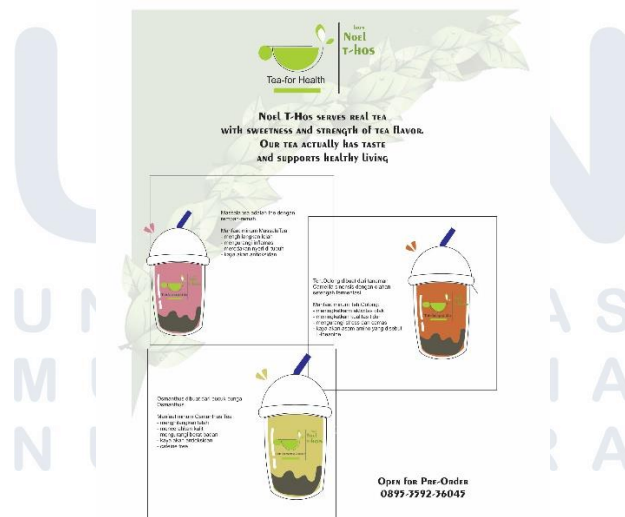


Figure 5.3 Flyer during Exhibition