

CHAPTER V

EXHIBITION

5.1 Location & Venue

The exhibition is held in the lobby of Building D at Universitas Multimedia Nusantara. The Lobby is a big and bright space, easy for people to visit. For this event, the university gives 30 tables to the students. Each student can use one table to show their product. They can decorate the table and explain their work to visitors.

This setup helps students share their ideas and talk about their projects. Visitor can walk around and see all the different tables. The layout is simple and organized. It helps students practice speaking and showing their work in public. The exhibition is a good chance to learn and share with others.

5.2 Budget

No	Ingredients	Price
1	Beef stock	IDR 67.000
2	Chicken Stock	IDR 67.000
3	Mozzarella	IDR 50.000
4	Beef bacon	IDR 129.000
5	Instant fries	IDR 36.000
6	Instant cassava stick	IDR 28.000
7	Packaging	IDR 5.000
Total		IDR 382.000

Table 5. 1 Budget For Exhibition

The overall budget spend for Poutine.ID is Rp. 382.200, used for the cooking material in the exhibition. And other expenses for banner is Rp 120.000. The grand total is Rp 502.200.

5.3 Product Presentation



Figure 5. 1 French Fries Poutine

Poutine.ID introduce a presentation about the dishes that will be represented to the potential buyer, and this exhibition also gives author the chance to introduce the business plan to the other participant, visitor, and examiner.

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5.4 Media and Promotion

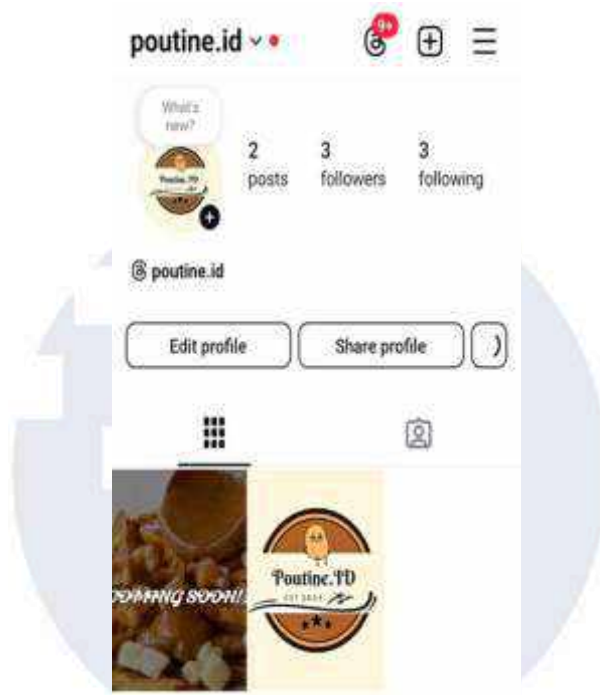


Figure 5. 2 Instagram Promotion



Figure 5. 3 Banner

The author promotes Poutine.ID by using banners at the exhibition. The banners show the instagram account and where there booth is located. This helps

people find and follow Poutine.ID online. The author also gives out the instagram account and menu. These help the visitor learn more about Poutine.ID and remember it after they leave the event. This way, more people can find out about the brand and follow it.

