

## CHAPTER V

### EXHIBITION

#### 5.1 Location & Venue

The exhibition day was held on May 2nd in the P.K Ojong Oetama Lobby of Universitas Multimedia Nusantara. Here's a picture of the booth.



Figure 5.1 Exhibition Booth



Figure 5.2 The owner with the booth

## 5.2 Budget

This is all of the Budget needed for the exhibition. The budget is included all the ingredients for all the variations of bagels, printing materials, and mini decorations.

Table 5.1 Exhibition Budget

No.	Products	Price
1	15pcs Bagel	IDR 130.000
2	Mini Standing Banner	IDR 25.000
3	Dried Flowers	IDR 4.000
4	Artificial Strawberry	IDR 6.000
5	Yellow Tille Fabric	IDR 9.750
6	Woody Food Display	IDR 31.900
7	Printing Menu and Lamination	IDR 5.000
8	Bagasse Box 2pcs	IDR 4.000
9	Packaging Belt 4pcs	IDR 12.000
10	Egg	IDR 6.000
11	Anchor Cheese Cream	IDR 35.000
12	Smoked Beef	IDR 30.000
13	Kimbo Chicken Sausage	IDR 7.500
14	Dark Chocolate Compound	IDR 20.000
15	Cucumber	IDR 6.500
16	Lettuce	IDR 5.000
17	Canned Tuna	IDR 28.000
18	Mayumi Mayonnaise	IDR 8.000
19	Quick Melt Cheese Slice	IDR 12.000
	Total	IDR 385.650

### 5.3 Product Presentation

In the exhibition this time, the owner prepared a whole bagel variation of five variations. From savory to sweet, there's Tuna Mayo, Meaty God, Sausage Cheddar, Choco Cheese, and Chocosins. All of them will be testers for participants and lecturers, the owner also prepared the plain bagels for display.



Figure 5.3 Product Presentation

### 5.4 Media and Promotion

The owner created a design for the banner used, and also the packaging belt that attracts attention in terms of color and image. In the banner, there are images of children playing and doing picnic as a symbol of warmth and homey.

The owner also created a menu containing all variations, complete with prices and color themes used.

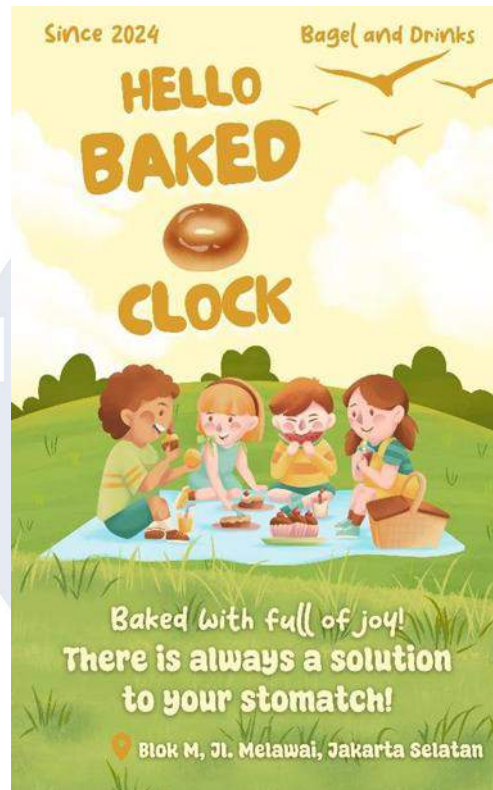


Figure 5.4 Banner Design

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Figure 5.5 Menu Design



Figure 5.6 Paper Belt Design