

CHAPTER V

EXHIBITION

5.1 Location & Venue

For the location that scoutchy use located in universitas multimedia NusantaraD lobby and this exhibition is held on May 2 2024. For exhibition at universitas multimedia their provide a table and chair. And author must bring author own decoration and table cloth, in scoutchy table provide a tester product for customer to try scoutchy product and providing hand gloves, tissue so the customer can try the product with hand gloves and clean with tissue.



Figure 5. 1 Scoutchy exhibition venue

5.2 Budget

So, this is the budget for buying banner, table cloth and standing banner for the exhibition and scoutchy also providing gloves,tissue for customer that trying scoutchy tester product and scoutchy also providing trash plastic for customer.

For the budgeting is not that expensive because universitas multimedia Nusantara already providing table, chair for the exhibition.

Table 5. 1 Exhibition budget

Equipment	Price
Table cloth	Rp 20.000
Banner	Rp 40.000
Standing banner	Rp 21.000
Packaging 50 pcs	Rp 13.700
Gloves 1 pack	Rp 5.000
Tissue 1 pack	Rp 8.000
Trash plastic	Rp 200

5.3 Product Presentation

This is how scoutchy egg look like when author serve testing for customer that buy author product in offline store. Author giving sauce with a packaging, gloves for customer that want to test the food and wet tissue for they wiping their hands and mouth



Figure 5. 2 Scoutchy product

5.4 Media and Promotion

For the promotion and media, author using a banner that is a standing banner. For the standing banner author make a big as possible because if the banner big customer can see the banner easy and clearly so author make the banner look big.



Figure 5. 3 Scoutchy exhibition banner

And for media promotion author also using Instagram for promoting scoutchy so customer can see the next update about scoutchy product and peo can also buying scoutchy product via online not only at exhibition or at offline store place at gtown gading serpong



Figure 5. 4 Scoutchy media promotion

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