

CHAPTER V

EXHIBITION

5.1 Location & Venue

The Exhibition of our final project products is held in building d near Annex, making it an ideal location for visibility and accessibility for us who want to sell our products that day. 27 tables are provided for us to show our final products. There are also 10 panelists who will evaluate our exhibition.



Figure 5. 1 The owner with the product



Figure 5. 2 Gets Batter Booth

5.2 Budget

Here's the budget for my exhibition, starting from ingredients to items used for the Gets Batter booth.

Table 5. 1 Budget

No.	Item	Price
1.	Table Cloth	Rp. 27.500
2.	Talenan Kayu	Rp. 48.810
3.	Card Holder	Rp. 11.750
4.	Banner	Rp. 40.000
5.	Talenan Bulet	Rp. 60.000
6.	Bagasse Box x 10	Rp 20.000
7.	Paper Belt	Rp. 22.000
8.	All Purpose Flour	Rp. 15.000
9.	Sugar	Rp. 16.000
10.	egg	Rp. 26.400
11.	Whipping Cream	Rp. 68.000
12.	Evaporation Milk	Rp 17.000
13.	Full Cream Milk	Rp. 18.000
14.	Strawberry	Rp. 10.000
15.	Red Bean	Rp. 15.000
16.	Matcha Powder	Rp. 20.000
17.	Tester Fork	Rp. 5.000
	Total	Rp. 440.460

5.3 Product Presentation

For the Product Presentation at the booth, the owner used a white color of table cloth to keep aligns with Gets Batter color. To present the product, the owner uses a wooden board and also a card holder with the name of the products. There are also two banners on the left and right side with packaging in the middle. Testers were also provided for the panelist, lecture, and people who visit Gets Batter booth. The owner prepares 60 small pieces of the tres leches for testers that are placed on a circle wooden board.



Figure 5. 3 Product Presentation

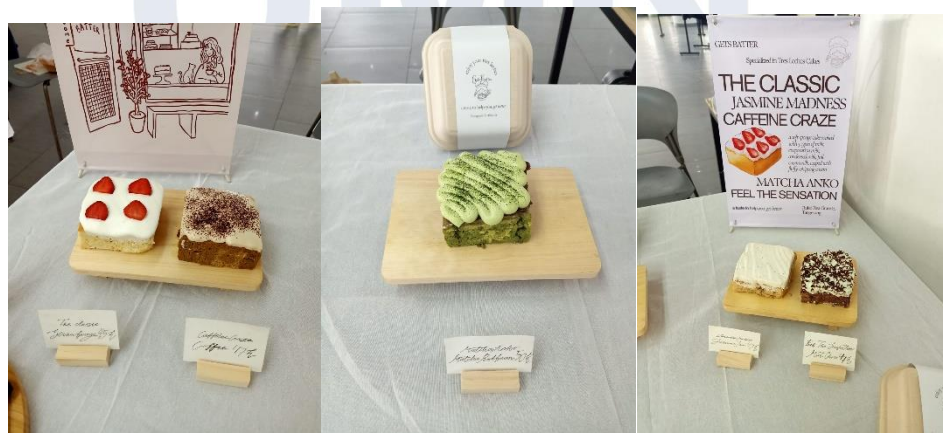


Figure 5. 4 Each Product Presentation

5.4 Media and Promotion

As for media and promotion, the owner printed out two banners that showed the products name and the cafe picture.



Figure 5. 5 Banner

The owner promotes her brand by engaging with the people who come to the booth, especially the students. Letting them know about the product that Gets Batter sells and giving them testers to increase brand awareness. She also let them know the instagram of get batter and how to order.