

# **RESEACH AND DEVELOPMENT FINAL PROJECT**

## **Toetoe Salted Egg Yolk Crackers**

( High in Protein,Vitamin A & B12 to support immune )



**Arranged by :**

**Celine Asaleo (1574 1300 100 59)**

**CULINARY ART STUDY PROGRAM  
ACADEMIKULINER DAN PATISERI  
OTTIMMO INTERNATIONAL**

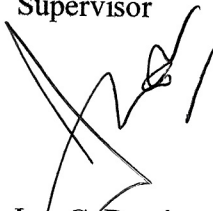
**RESEACH AND DEPELOPMENT FINAL PROJECT**

**Toetoe Salted Egg Cracker**

Arranged by :  
Celine Asaleo (1574 1300 100 59)

Approved by :

Supervisor



Irra C. Dewi  
NIP. 197812011702028

Examiner I



Asri P.W, STP., M.Sc  
NIP. 19891025 1402 017

Examiner II



Heni Adhianata, STP., M.Sc  
NIP. 19900613 0142 016

Director Academy

Culinary and Patisserie Ottimmo

International



Zaldy Askandar, B.Sc.  
NIP. 19731025 1201 001

Head of Study Program Culinary Art

Ottimmo

International MasterGourmet Academy



Irra C. Dewi  
NIP. 197812011702028

## **PREFACE**

As a part of the Diploma Curriculum and in order to gain practical knowledge in the field of Culinary Art, we are required to make a Research and Development as Final Project. In this project report we have included detail of ingredients, cooking methods, nutrition facts, marketing strategy, and also product calculation.

Doing this project report helped us enhance our knowledge regarding the work itself and the attitude of consumers towards this new product, whether it is acceptable or not.

Finally, we would like to thank our lecturers, Mr ZaldyIskandar, Ms Vindhya Tri Widayanti , and Mrs Diana for their help in supervising us during the process of making this report.

## TABLE OF CONTENT

<b>COVER PAGE</b> .....	i
<b>SIGNATURE PAGE</b> .....	ii
<b>PREFACE</b> .....	iii
<b>TABLE OF CONTENT</b> .....	iv
<b>LIST OF PICTURE</b> .....	vii
<b>LIST OF TABLE</b> .....	viii
<b>EXECUTIVE SUMMARY</b> .....	ix
<b>CHAPTER I INTRODUCTION</b>	
1.1 Background .....	1
1.2 Objective .....	1
<b>CHAPTER II PRODUCT DESCRIPTION</b>	
2.1 Product Description.....	2
2.2 Materials.....	2
2.2.1 Salted Egg Yolk.....	2
2.2.2 Tapioca Flour.....	3
2.2.3 Drink Water .....	4
2.2.4 Salt.....	4
2.2.5 Sugar.....	5
2.2.6 Cooking Oil .....	5
2.3 Equipment and Tools.....	6
2.3.1 Gas Stove.....	6
2.3.2 Kitchen Digital Scale.....	6
2.3.3 Bowl.....	7
2.3.4 Stainless Steel Steamer.....	7
2.3.5 Cooling Rack .....	8
2.3.6 Kitchen Knife .....	8
2.3.7 Cutting Board .....	9
2.3.8 Spoon.....	9
2.3.9 Filter Cloth.....	10
2.3.10 Strainer.....	10
2.3.11 Spatula .....	11
2.3.12 Deep Frying Pan .....	11
2.4 Production Method.....	12
2.4.1 Kitchen Layout .....	12
2.4.2 Storage .....	12
2.4.3 Standard Operational Procedure (SOP) .....	13
2.4.4 Procedure .....	14
2.4.5 Hygiene and Sanitation Procedures .....	15
2.5 Material's Nutrition Raw.....	15
2.5.1 Salted Egg Yolk.....	15
2.5.2 Tapioca Flour.....	16

2.5.3	Drink Water .....	17
2.5.4	Salt .....	18
2.5.5	Sugar .....	19
2.5.6	Cooking Oil .....	20
2.6	Hazard Analysis and Critical Control Points (HACCP) .....	20
<b>CHAPTER III MARKETING STRATEGY</b>		
3.1	Business Analysis .....	22
3.1.1	Introduction of Industry .....	22
3.1.2	Short Term Objective .....	22
3.1.3	Long Term Objective.....	22
3.1.4	Opportunity.....	22
3.2	Market Environment Analysis.....	23
3.2.1	Industrial Analysis .....	23
3.2.1.1	Threat of New Entry.....	23
3.2.1.2	Power of Supplier.....	24
3.2.1.3	Power of Buyer.....	24
3.2.1.4	Substitute Product.....	24
3.2.1.5	Competitive Rivalry .....	24
3.3	Marketing Strategies.....	24
3.3.1	Segmentation, Targeting, Positioning .....	25
3.3.2	Marketing Mix .....	25
3.3.2.1	Product.....	25
3.3.2.2	Price.....	26
3.3.2.3	Place .....	26
3.3.2.4	Promotion .....	26
3.3.2.5	People .....	26
3.3.2.6	Process.....	27
3.3.2.7	Physical Evidence.....	27
3.3.2.8	Productivity .....	27
3.3.3	TOWS Matrix .....	27
3.3.4	Competitive Advantage .....	28
3.4	Human Resource Management .....	28
3.4.1	Team .....	28
3.4.2	Task Breakdown .....	28
3.4.3	System Operation .....	29
3.4.3.1	Person in Charge .....	29
3.4.3.2	Working Hour.....	29
3.4.4	Recruiting, Selecting, and Interview .....	29
3.4.5	Training .....	30
3.4.6	Performance Appraisal .....	30
3.5.6.1	Salary and Compensation.....	30
<b>CHAPTER IV PRODUCT CALCULATION</b>		
4.1	Cost of Production.....	31
4.1.1	Variable Cost .....	31
4.1.2	Overhead Cost .....	32
4.2	Fixed Cost.....	32

4.3 Break Event Point (BEP) .....	32
<b>CHAPTER V CONCLUSION&amp; SUGGESTION</b> .....	<b>35</b>
5.1 Conclusion.....	35
5.2 Suggestion .....	35
<b>REFERENCES</b> .....	<b>36</b>
<b>APPENDIX</b> .....	<b>37</b>
1. Picture of Product and Attribute of Business .....	37
2. Nutrition Fact .....	38
3. Fixed Recipe.....	39

## LIST OF PICTURE

Picture 2.1	Salted Egg Yolk.....	2
Picture 2.2	Tapioca Flour.....	3
Picture 2.3	Drink Water.....	4
Picture 2.4	Salt.....	4
Picture 2.5	Sugar.....	5
Picture 2.6	Cooking Oil.....	5
Picture 2.7	Gas Stove.....	6
Picture 2.8	Kitchen Digital Scale.....	6
Picture 2.9	Bowl.....	7
Picture 2.10	Stainless Steel Steamer.....	7
Picture 2.11	Cooling Rack.....	8
Picture 2.12	Kitchen Knife.....	8
Picture 2.13	Cutting Board.....	9
Picture 2.14	Spoon.....	9
Picture 2.15	Filter Cloth.....	10
Picture 2.16	Strainer.....	10
Picture 2.17	Spatula.....	11
Picture 2.18	Deep Frying Pan.....	11
Picture 2.19	Kitchen Layout.....	12
Picture 2.20	Storing Procedure.....	12
Picture 2.21	Standard Operational Procedure (SOP).....	13
Picture 2.22	Procedure.....	14
Picture 2.23	Salted Egg Nutrition Raw.....	15
Picture 2.24	Tapioca Flour Nutrition Raw.....	16
Picture 2.25	Drink Water Nutrition Raw.....	17
Picture 2.26	Salt Nutrition Raw.....	18
Picture 2.27	Sugar Nutrition Raw.....	19
Picture 2.28	Cooking Oil Nutrition Raw.....	20
Picture 3.1	Positioning Map.....	25
Picture 3.2	TOWS Matrix.....	28
Picture 3.3	Performance Appraisal.....	30
Appendix Picture 1.1	Character Design.....	37
Appendix Picture 1.2	Packaging Design.....	37
Appendix Picture 1.3	Uniform Design.....	38

## LIST OF TABLE

Table 1. Variable Cost.....	31
Table 2. Overhead Cost.....	32
Table 3. Fixed Cost.....	32



## **EXECUTIVE SUMMARY**

Salted egg yolk has now become a familiar flavour not only in Indonesia but also in other countries such as China and Singapore. Salted egg yolk is one of favorite flavour. Seeing this, we've got a good opportunity to sell food made from salted egg yolk. Food we are going to produce is salted egg yolk cracker, because cracker is one of the delicious foods/snacks, liked by most people and with reasonable price.

We saw a good marketing opportunity for Toetoe Salted Egg Yolk mostly among all grade students and general public in Surabaya. They always like to try new product, especially food or snack. We sure this product can launch successfully. People will be interested to try and consume our products, because our products have its uniqueness, both from basic ingredient and flavors. We will promote our product in a few school canteens, supermarkets, and restaurants. We also will develop some marketing strategies to achieve our sales targets and profit.