

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

There are so many healthy food or snack demands of the local food industry. It makes the local food industry have to compete for issuing various innovations and good research and development products. We take advantage of this kind of situation to introduce our Nata de Cogon Grass product.

Many people have already know about the benefit of consuming Cogon Grass. Cogon Grass is very healthy, high in nutrient and can be processed into many kind of product but, it's rare to use the Cogon Grass processed into the Nata product. This product is a solution for everyone especially people who have diseases like liver, high blood pressure, etc who is bored to consume the water of Cogon Grass it self. This product can be consumed by everyone in all gender in the average of age from 10 – 75 years old. We saw a marketing opportunity of “Nata de Cogon Grass” mostly among the general public in Surabaya. They always challenge to try new coming products. Surely “Nata de Cogon Grass” will be liked by everyone. These product begin to be promoted in supermarkets, mini markets, and online with a consignment system in a selling price of Rp.10.500,- for 350 grams per cups with a certain minimum of expenditure.

5.2 Suggestion

We sure this product can compete with the other Nata product in the market. Especially supported by the market demand for healthy eating products. Overall, our product still need to undergo a process of adding more flavours in order to avoid the consumer of getting bored.

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