

RESEARCH AND DEVELOPMENT FINAL PROJECT

“ o’Healthy Sausage!”

(Developing Vegetable into High Fiber Sausage Product)



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RESEARCH AND DEVELOPMENT FINAL PROJECT

Frozen Vegetarian Sausage “O’Healthy Sausage!”

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PREFACE

Being participated in this Diploma Curriculum and keeping in mind the end goal to pick up understudy's pragmatic learning in Culinary Art , we are required to make a Research and Development Project as a Final Project . In this venture , I might want to express my most profound thankfulness to every one of the individuals who gave me the likelihood to finish this report . An extraordinary appreciation i provide for our address , Mr. Zaldy Iskandar , B.Sc. ,that have been add to empower and support us as his understudy to make this Final Project.

Additionally, finishing this assignment has helped me to upgrade my insight as an understudy in regards to comprehend the client enthusiasm toward this new item , with desires that some time or another this item will be acknowledged and be valuable for others.

Futher, i would like to express my gratitude towards my assistant lecturer Ms. Heni Adhianata, STP., M.Sc. for overseeing my new product and helping me i the process of making this final report.

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EXECUTIVE SUMMARY

The Indonesia market is unsurprisingly dominated by millennials with healthy well-being and instantness as main concerns of their drink consumption. Natural or organic product has dramatically gain popularity nowadays. The development of vegetarian product into sausage is for people who like to consume sausage but in healthier way. Our main ingredients are peas and carrot. Green peas is a very good source of vitamin K, manganese, dietary fiber, vitamin B1, copper, vitamin C, phosphorus and folate. They are also a good source of vitamin B6, niacin, vitamin B2, molybdenum, zinc, protein, magnesium, iron, potassium, and choline, and carrots which are good for blood sugar regulation due to the presence of carotenoids in this vegetable product.

“O’Healthy Sausage” is made naturally using 100% vegetable ingredients and have no preservatives. It is expected that this product will exceed customer’s expectation of healthy instant food. Selling price of our product per pack with net weight @250g Rp. 55.000,00.

This report contain brief description of ingredients, tools, manual steps of producing “O’Healthy Sausage” , food safety procedure and quality assessment, comprehensive marketing strategy details , plan for this product and HRM system.