

CHAPTER V

CONCLUSION

5.1 Conclusion

Healthy diet is one of common habits in today's society. By considering the need of healthy diet, the capability to improve the supply of healthy diet is one of the advantage. “O’Healthy Sausage” focuses on the objectives to presenting high quality and nutritious food. The company is going to introduce a new healthy product in sausage production. Which on the other hand, sausage has been known as a delightful instant food but unhealthy.

“O’Healthy Sausage” presents vegetarian sausage products that contain the main ingredients such peas, carrots, spinach, mushrooms, onion, and raisins. Supported by the other aspects such as unique packaging that will attract customers and the story process of the production, the company believes that it could boost the demand and supply in the market. In addition, the company believes it also could improve nutrients needed in today's society.

The company will have its own production and several marketing strategies. Routine management for ingredients supply and human resources will be maintained by the company to ensure that everything managed perfectly in order to produce the best product for the market.

5.2 Suggestion

“O’Healthy Sausage!” could compete with other healthy food or other sausage product. Future development still needed by the product itself for example with other healthy ingredients for different kind of tastes. “O’Healthy Sausage” will be distributed in the nearest groceries store or online store.

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