

RESEARCH AND DEVELOPMENT FINAL PROJECT

BROSO MUFFIN

(Lowering Cholesterol muffin from brown rice flour and soy milk)



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## **PREFACE**

The author thank God because of His grace and blessing the author can complete this research and development project.

The author doing this project report as a part of the Diploma Curriculum, required to make a research and development as final project score. This project report contains detail of ingredients, cooking method, nutrition facts, marketing strategy, and also product calculation.

The purpose of doing this project so that the author can know this new product acceptable for the public or not.

In the process of doing this project, the author would like to thank Mr. Zaldy Iskandar, Ms. Vindhya Tri Widayanti, Ms. Heni Adhianata for their help in supervise our product and making this project report.

Finally, the author would like to apologize for the mistake in this project. The author hope this report can be useful for anyone reading.

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## **EXECUTIVE SUMMARY**

Ordinary muffin uses normal flour and dairy milk as the main ingredients. BROSO muffin change the main ingredients by using brown rice flour and also soy milk. The author change the main ingredients for lowering cholesterol content. Beside of the main ingredients, other ingredients that BROSO muffin use contain low cholesterol. These is the reason why brown rice flour and soy milk is better than normal flour and milk. Brown rice can be a cholesterol-lowering herbal remedy. Brown rice is a whole grain that is low calories, high in fiber and also gluten free. Brown rice make digestion system improves so the liver pulls cholesterol from the blood to create bile acid that reduce the amount of LDL. Brown rice is very healthy for the body. Not different from tahu and tempe, soy milk that also processed from soybean rich of fitokirriawi isoflavon compound that is anti-cholesterol. Compared to dairy milk, soy milk have more nutritional value so soy milk is healthier than dairy milk. Using soy milk can make people with dairy milk allergy consume this muffin. The taste of BROSO muffin will be dark chocolate and cinnamon muffin.

The author see the opportunity of BROSO muffin among people that suffer from cholesterol and also people with healthy lifestyle. This muffin also suitable for teenagers are on diet and people who like to try new things. The author will begin to promote by online promotion, in a few campus cafeterias, gym café, shopping center, and few healthy restaurant. We will sell our muffin for Rp 11.000,-