

CHAPTER V

CONCLUSION AND SUGESTION

5.1 CONCLUSION

There are so many demand for healthy food in the local food industry. There are many competition in the food industry. We have to compete by always innovating and do research and development. In this situation we introduce our product “BROSO” muffin. “BROSO” muffin is a muffin from brown rice flour and soy milk that low cholesterol and also help lowering cholesterol.

Our “BROSO” muffin contains more nutrition and health benefits. Rich in minerals, vitamins, proteins and high fiber. This muffin is a low cholesterol muffin that help lowering cholesterol too. Our muffin use cinnamon and dark chocolate flavor with cashew nut. This product is a solution for cholesterol sufferer, diet people, people with healthy lifestyle, dairy product allergy.

We sure that our “BROSO” muffin can compete with other product. Especially for the demand of healthy foods. We will always improving our product by adding more flavors and more packaging. Always do research and development and maintain our good quality.

Our muffin will be old in health store, gym and supermarket. “BROSO” muffin’s price is Rp 11.000,-.

5.2 SUGESTION

Our muffin still need more improvement. In the future we will improve our muffin taste. Always maintain our quality by producing based on SOP.

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