

RESEARCH AND DEVELOPMENT FINAL PROJECT

OKRA SYRUP

(Utilization of Okra as a Healthy Beverage)



By :

Ellen Aprilliz Hamidy

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STUDY PROGRAM OF CULINARY ART

AKADEMI KULINER DAN PATISERI OTTIMMO INTERNASIONAL

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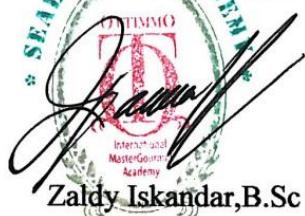
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PREFACE

As a part of the Diploma Curriculum and in order to gain practical knowledge in the field pf Culinary Art , we are required to make a Research and Development as Final Project . In this project report we have included detail of ingredients, cooking method , nutrition fact , marketing strategy , and also product calculation

Doing this project report helped us to enhance our knowledge regarding te work in to the attitude of consumer towards this new product , whether it can be acceptable or not .

Finally, we would like to thank our lecture Mr. Zaldy Iskandar and Ms. Irra Chrisyanti Dewi for their help in supervise our product and making this report .

Surabaya , 7 September 2017

Ellen

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Executive Summary

Okra or okro (US: /'oʊkrə/ or UK: /'ɒkrə/), known many English-speaking countries as ladies' fingers, ochro or gumbo, is a flowering plant in the mallow family. It is valued for its edible green seed pods. The geographical origin of okra is disputed, with supporters of West African, Ethiopian, and South Asian origins. The plant is cultivated in tropical, subtropical and warm temperate regions around the world.

Many people fail to appreciate okra because of its slimy texture. However, okras are popular for their nutritionally dense structure, particularly for their soluble and insoluble fiber content. This vegetable comes from the *Malvaceae* or mallows family and is related to cotton, hibiscus, and hollyhock. For this reason I make Okra as a Syrup because I want everyone can consume okra and receive it's health benefit.

Our target market will be adult and old people in Surabaya , because the nutrients that contain in okra syrup is good for their health . We will start to promote our product to supermarket in Surabaya with selling price Rp.28.000 . Our target market is middle classs and the upper middle . We believe our product will reach the BEP after I sell 960 bottle / months. But I don't want to sell just only 960 bottle/ month , I want to sell more than 1000 bottle if I can.