

**RESEARCH AND DEVELOPMENT FINAL PROJECT
FISLOT CHIP**

(Chips with a combination of fish and shallot)

**Arranged by :
Farid Azhari (1574 1300 100 34)**



**CULINARY ART STUDY PROGRAM
AKADEMI KULINER DAN PATISERI OTTIMMO
INTERNATIONAL
SURABAYA
2017**

**RESEARCH AND DEVELOPMENT FINAL PROJECT
FISLOT CHIP**

(Chips with a combination of fish and shallot)

Arranged by :
Farid Azhari (1574 1300 100 34)

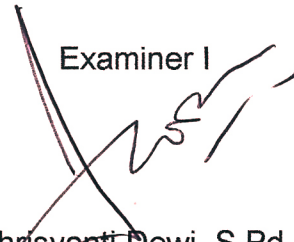
Surabaya, September 19th 2017
Approved by :

Supervisor



Heni Adhianata, STP., MSc.
NIP. 1990 0613 1402 016

Examiner I



Irra Chrisyanti Dewi, S.Pd., M.S.M
NIP. 1978 1201 1702 028

Examiner II



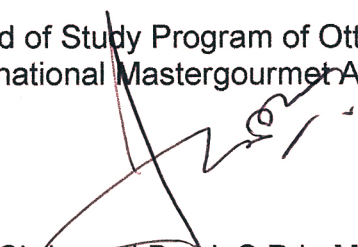
Asri Puspita Wardhani, STO., MSc.
NIP. 1989 1026 1402 017

Director of Ottimmo
International Mastergourmet Academy,



Zaldy Iskandar, B.Sc.
NIP. 1973 1025 1201 001

Head of Study Program of Ottimmo
International Mastergourmet Academy



Irra Chrisyanti Dewi, S.Pd., M.S.M
NIP. 1978 1201 1702 028

PREFACE

As a part of the Diploma Curriculum and in order to gain practical knowledge in the field of 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 methods, nutrition facts, marketing strategy, and also product calculation.

Doing this project report helped us to enhance our knowledge regarding the 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, Ms. Heni Adhianata for their help in supervise our product and making this report.

TABLE OF CONTENT

COVER PAGE	I
SIGNATURE PAGE	II
PREFACE	III
TABLE OF CONTENT	IV
LIST OF PICTURE	VII
LIST OF TABLE	VIII
EXECUTIVE SUMMARY	IX
CHAPTER I INTRODUCTION	
1.1 Background	1
1.2 Objective	1
CHAPTER II PRODUCT DESCRIPTION	
2.1 Product Description	3
2.2 Materials	3
2.2.1 Cat Fish.....	3
2.2.2 Wheat flour.....	4
2.2.3 Corn starch.....	4
2.2.4 Sugar.....	5
2.2.5 Shallot Cloves.....	5
2.2.6 Coriander Seed.....	6
2.2.7 Leek.....	6
2.2.8 White&Black pepper.....	7
2.2.9 Salt.....	7
2.2.10 Ebi.....	8
2.2.11 Egg.....	8
2.2.12 Cooking Oil.....	9
2.2.13 Drink Water.....	9
2.3 Equipment and Tools	9
2.3.1 Gas Stove.....	9
2.3.2 Regulator.....	10
2.3.3 Kitchen Digital Scale.....	10
2.3.4 Food Processor.....	11
2.3.5 Spatula.....	11
2.3.6 Deep-fryer.....	12
2.3.7 Kitchen Knife.....	12
2.3.8 Cutting Board.....	13
2.3.9 Plasttic press.....	13
2.3.10 Plastic gastronorm.....	14
2.4 Production Methods	14
2.4.1 Standard Operational Procedure (SOP).....	14
2.4.2 Procedure.....	15
2.4.5 Hygiene and Sanitation Procedures.....	17

2.5 Materials's Nutrition Raw	18
2.5.1 Wheat flour.....	18
2.5.2 Cat fish.....	20
2.5.3 Corn starch.....	21
2.5.4 Sugar.....	22
2.5.5 Shallot Cloves.....	23
2.5.6 Coriander.....	24
2.5.7 Leek.....	25
2.5.8 Salt.....	26
2.5.9 Egg.....	27
2.5.10 Cooking Oil.....	28
2.5.11 Drink Water.....	29
2.6 Hazard Analysis and Critical Control Points (HACCP)	30
CHAPTER III MARKETING STRATEGY	
3.1 Business Analysis	31
3.1.1 Introduction of Industry.....	31
3.1.2 Short Term Objective.....	31
3.1.3 Long Term Objective.....	31
3.1.4 Opportunity.....	31
3.2 Market Environment Analysis	32
3.2.1 Industrial Analysis.....	32
3.2.1.1 Threat of New Entry.....	32
3.2.1.2 Supplier Power.....	32
3.2.1.3 Buyer Power.....	33
3.2.1.4 Threat of Substitution.....	33
3.2.1.5 Competitive Rivalry.....	33
3.3 Marketing Strategies	33
3.3.1 Segmentation, Targeting, Positioning.....	33
3.3.2 Marketing Mix.....	34
3.3.2.1 Product.....	35
3.3.2.2 Price.....	35
3.3.2.3 Place.....	35
3.3.2.4 Promotion.....	35
3.3.2.5 People.....	35
3.3.2.6 Process.....	35
3.3.2.7 Physical Evidence.....	36
3.3.2.8 Productivity.....	36
3.3.3 TOWS Matrix.....	36
3.3.4 Competitive Advantage.....	37
3.5 Human Resource Management.....	37
3.5.1 Team.....	37
3.5.2 Task Breakdown.....	38
3.5.3 System Operation.....	38
3.5.3.1 Person in Charge.....	38
3.5.3.2 Working Hour.....	38
3.5.4 Recruiting, Selecting, and Interview.....	38

3.5.5 Training.....	39
3.5.6 Performance Appraisal.....	39
3.5.6.1 Salary and Compensation.....	39
CHAPTER IV PRODUCT CALCULATION	
4.1 Cost of Production.....	41
4.1.1 Variable Cost.....	41
4.1.2 Overhead Cost.....	42
4.2 Fixed Cost.....	42
4.3 Break Event Point (BEP)	42
CHAPTER V	
5.1 Conclusion.....	44
5.2 Suggetion.....	44
REFERENCES.....	45

LIST OF PICTURE

Picture 2.1 Cat Fish	3
Picture 2.2 Wheat Flour.....	4
Picture 2.3 Corn Starch.....	4
Picture 2.4 Sugar.....	5
Picture 2.5 Shallot Cloves.....	5
Picture 2.6 Coriander Seed.....	6
Picture 2.7 Leek.....	6
Picture 2.8 White&Black Pepper.....	7
Picture 2.9 Salt.....	7
Picture 2.10 Ebi.....	8
Picture 2.11 Egg.....	8
Picture 2.12 Cooking Oil.....	9
Picture 2.13 Drink Water.....	9
Picture 2.14 Gas Stove.....	9
Picture 2.15 Regulator.....	10
Picture 2.16 Kitchen Digital Scale.....	10
Picture 2.17 Food Processor.....	11
Picture 2.18 Spatula.....	11
Picture 2.19 Deep-fryer.....	12
Picture 2.20 Kitchen Knife.....	12
Picture 2.21 Cutting Board.....	13
Picture 2.22 Plastic press	13
Picture 2.23 Plastic Gastronorm.....	14
Picture 2.24 Food process	15
Picture 2.25 Wheat flour nutrition fact	18
Picture 2.26 Cat Fish nutrition fact	20
Picture 2.27 Corn starch nutrition fact.....	21
Picture 2.28 Sugar nutrition fact.....	22
Picture 2.29 Shallot Nutrition Raw	23
Picture 2.30 Coriander Nutrition Raw.....	24
Picture 2.31 Leek nutrition fact.....	25
Picture 2.32 Salt Nutrition Raw	26
Picture 2.33 Egg nutrition fact.....	27
Picture 2.34 Cooking Oil Nutrition Raw	28
Picture 2.35 Drink Water Nutrition Raw.....	29
Picture 3.1 Positioning Map.....	34
Picture 3.2 SWOT analysis Table.....	36
Picture 3.3 Performance Appraisal	39

LIST OF TABLE

Table 1. Variable Cost.....	41
Table 2. Overhead Cost.....	42
Table 3. Fixed Cost.....	42

EXECUTIVE SUMMARY

Indonesia is one of the most beautiful countries in the world, the wealth of food sources derived from the sea is very much in number, whether it is from sea or fresh water. Not only the sea but in the case of Indonesia agriculture, this country has a kind of plant consumption is very much good as a complement/side dishes as well as eating, either as food coloring, or can also as a seasoning food, with this rich country we can make any variety of food, and of course everything tastes good.

From that factor we finally have idea and plan to make one product of both sectors, both from water sector and agriculture sector, this product we named "*FisLot Chip*", that is combination of fish, representing water sector and can be selected any fish, And shallots representing the agricultural sector.

And in this report i will describe as detail of this product, what kind of process, and how the marketing plan.