

Chapter V

Conclusion

5.1 Conclusion

There are so many healthy condiments or jams demands of the food industry. It started a fair competition for factories to search for new innovation and product development. We took the advantage of this situation to introduce our Kersen Jam to the market.

Not many people aware about the benefit of consuming Kersen. This fruit is very healthy, high in nutrient and can be processed into variety of product. Kersen is familiar when it turns into a Jam, as a “food companion”. This product is a new alternative for everyone especially people who have uric acid and intense migraine that bored to consume just a kersen fruit it. This product is suiteable snack for those people.

We saw a marketing opportunity of “Kersen Jam” mostly among the general public in Surabaya. They always challenge us to innovate new coming products. Surely everyone will like “Kersen Jam”. These product will begin to be promoted in supermarkets, mini markets, with a consignment system in a selling price of Rp.19.500,- for 250 grams per cups with a certain minimum of expenditure.

5.2 Suggestion

We’re sure that this product can compete with the other Jam product in the market. Especially supported by the market demand for new eating products. Overall, our product still needs to be going a process of adding more flavours in order to avoid the consumer of getting bored.

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