

RESEARCH AND DEVELOPMENT FINAL PROJECT

Mr. SALTED JAM

(HIGH PROTEIN HOMEMADE JAM MADE FROM SALTED EGG)



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CULINARY ART STUDY PROGRAM

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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.

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EXECUTIVE SUMMARY

Salted eggs are mandatory food of Indonesia and Indonesia itself is the largest producer of salted eggs in the world. Salted eggs are duck eggs salty marinated into eggs, salted egg itself consists of 3 parts, namely the outermost part is eggshell, egg white, and egg yolks last. Because so far there is only jam with a sweet taste, then comes the idea to make homemade healthy jam with a salty taste and also contains high nutrients and protein based on salted egg and born "Mr. Salted Jam". Our savory jam product processed using materials with high quality and maintained hygiene so as to have a very good standard of product quality. Our product is packed using a unique glass jar and then packed again using packaging box and for now "Mr.Salted Jam" comes only with a choice of black pepper flavor.

We look a marketing opportunity of "Mr. Salted Jam" is a general public and student in Malang and Surabaya. They always challenge to try new coming products and also have tight schedules so they don't have enough time for consuming healthy food that have hommy taste. Surely "Mr. Salted Jam" can accommodate their needs. We will market our products in small shop, minimarket, supermarket, and also shopping center and do not forget we will also do big promotion through social media. Our products price is Rp 30.000, - with the contents of 200gr so that everyone can to try it. Our target market is a middle class. Based on break event point analysis, our product will be successfully reached a BEP after successfully selling 442 packs within 4 months. We doing some marketing strategies to make all to make everything work perfectly