

CHAPTER V

CONCLUSION

5.1 Conclusion

After we see the shortcomings from other jam product, we present our customer as much as possible to meet customer satisfaction. We also realize customer would prefer a product that has long existed, but we come up with a new trend and that will change your mindset about jam before. First we will inspire your taste with a unique mouthwatering salty jam taste. Other than that, our unpredictable jam jar will blow your mind. Because of the concept of our jam product is a healthy salted egg jam with high protein so not only a delicious condiment for consumption but healthy and can be beneficial to the body.

5.2 Suggestion

We think this business is quite good because it meets many aspects that exist, but every business definitely needs suggestions to get more better again and maybe we will further enlarge this business in a way more disseminate this product in other town. And we should also quickly release a new flavor variant to more increase consumer interest and as good as it is for these jam products added gelatin in order to get thicker and longer.

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