

CHAPTER V

5.1 Conclusion

So many people around the world love to drink coffee. But they drink the coffee that have a negative contain inside, calls caffeine. Indeed if taken a little does not have a bad impact, such as increasing stamina. But if taken prolonged will have adverse effects such as headache, insomnia, diarrhea, and heart racing. Then we decided to go into this industry to replace ordinary coffee containing caffeine with our coffee from date seeds that rich in antioxidant, vitamin A and vitamin B.

We believe our products can compete with other coffee in the market, because our coffee unique and has the advantage of healthy coffee with a delicious taste. But we must continue to add flavor in our coffee besides cardamom so that consumers not quickly get bored.

5.2 Suggestion

we have to quickly add more variants so people do not get bored and people who do not like cardamom aroma can still enjoy our date seeds coffee. And do not forget to follow the bazaar because of the bazaar a product can be quickly recognized, often posting on Instagram, Go-Food, and other online shop site.

We hope the future of our products will continue to grow larger, known, and loved by the consumen.

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