

RESEARCH AND DEVELOPMENT FINAL PROJECT

**SOYBEAN MOZARELLA, HIGH PROTEIN AND VEGETARIAN
CHEESE**



By:

Hendy Handoyo

15741_3001_0042

CULINARY ART DEPARTMENT

AKADEMI KULINER DAN PETISERI OTTIMMO INTERNATIONAL

SURABAYA

2017

RESEARCH AND DEVELOPMENT FINAL PROJECT
SOYBEAN MOZARELLA, HIGH PROTEIN AND VEGETARIAN
CHEESE

Arranged by :

Hendy Handoyo (1574130010042)

Surabaya, September 28rd 2017

Approved by :

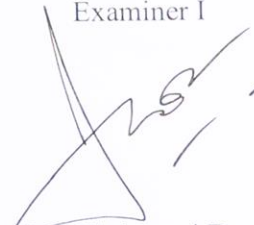
Supervisor



Asri Puspita Wardhani
STP., MSc.

NIP. 1989 1026 1402 017

Examiner I



Irra Chrisyanti Dewi,
S.Pd., M.S.M

NIP. 1978 1201 1702 028

Examiner II



Heni Adhianata
STP., MSc.

NIP. 1990 0613 1402 016

Director of Akademi Kuliner dan
Program Culinary Art

Patiseri Ottimmo International



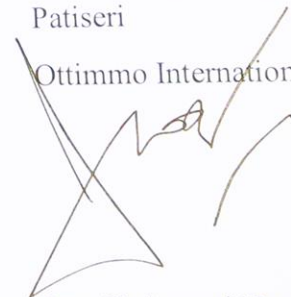
Zaldy Iskandar, B.Sc.

NIP. 1973 1025 1201 001

Head of Study

Akademi Kuliner dan
Patiseri

Ottimmo International



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 fact, 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 Mr. Zaldy Iskandar, Ms. Asri Puspita Wardhani, and Mrs. Diana for their help in supervise our product and making this report.

TABLE OF CONTENT

COVER	i
SIGNATURE PAGE	ii
PREFACE	iii
TABLE OF CONTENT	iv
EXECUTIVE SUMMARY	vii
CHAPTER I	
1.1 Background	1
1.2 Objective	2
CHAPTER II	
2.1 Product Description	3
2.2 Materials and Equipment	3
2.2.1 Soybean	3
2.2.2 Yogurt Starter	3
2.2.3 Vegetarian Rennet	4
2.2.4 Water	4
2.2.5 Salt	4
2.3 Equipment and Tools	5
2.3.1 Gas Stove	5
2.3.2 Gas Regulator	5
2.3.3 Kitchen Digital Scale	5
2.3.4 Gastronom	6
2.3.5 Blender	6
2.3.6 Saucepan with Lid	6
2.3.7 Colander	7
2.3.8 Fine Cloth	7
2.3.9 Spoon	7
2.3.10 Knife	8
2.3.11 Vacuum Sealer and Plastic	8
2.3.12 Thermometer	8
2.3.13 Refrigerator	9

2.3.14 Glass Bowl	9
2.4 Production Method	10
2.4.1 Kitchen Layout	10
2.4.2 Storage	11
2.4.3 Standard Operational Procedure (SOP)	11
2.4.4 Procedure	12
2.4.5 Hygiene and Sanitation Procedures	14
2.5 Materials Nutrition Raw	15
2.5.1 Soybean	15
2.5.2 Water	16
2.5.3 Yogurt Starter	17
2.5.4 Vegetarian Rennet	18
2.5.5 Salt	18
2.5 HACCP	19
CHAPTER III	
3.1 Business Analysis	21
3.1.1 Introduction of Industry	21
3.1.2 Short Term Objective	21
3.1.3 Long Term Objective	21
3.1.4 Opportunity	22
3.2 Market Environment Analysis	22
3.2.1 Industrial Analysis	22
3.3 Marketing Strategies	23
3.3.1 Segmentation, Targeting, Positioning	23
3.3.2 Marketing Mix	24
3.3.3 TOWS Matrix	25
3.3.4 Competitive Advantage	26
3.4 Human Resource Management	26
3.4.1 Team	26
3.4.2 Task Breakdown	26
3.4.3 Recruiting, Selecting, Interview	28
3.4.4 Training	28

3.4.5 Performance Appraisal	28
CHAPTER IV	
4.1 Product Calculation	29
4.1.1 Variable Cost	29
4.1.2 Overhead Cost	30
4.2 Fixed Cost	30
4.3 Break Event Point (BEP)	30
CHAPTER V	
5.1 Conclusion	32
5.2 Suggestion	32
REFERENCES	33
APPENDIX	34

EXECUTIVE SUMMARY

Cheese is nutritious food made mostly from the milk of cows but also other mammals, including sheep, goats, buffalo, reindeer, camels and yaks. And then we come with an idea to add more varieties of cheese more specifically is vegetarian cheese. Soybeans are members of the pea family of vegetables. Eating soybean-based foods may reduce the risk of a range of health problems, including coronary heart disease. This product also suitable for people that have lactose allergy.

The different of our cheese and another cheese is the main ingredient. Common cheese use milk for main ingredient but our cheese use soybean as main ingredient. Because soybean as main ingredient it creates a unique flavor. And soybean itself is common on Indonesian people, few examples of product that common in Indonesian market that use soybean as main ingredient are; tempeh, tofu, soybean milk, sweet soy sauce and many more. This fact will help as to entering market because the popularity of soybean itself. Price for product around Rp. 9.000 – Rp. 12.000, and for reseller Rp.8.500. Based on break event point analysis our product will be successfully reached BEP after selling 1.300 packs.