

## **CHAPTER V**

### **CONCLUSION**

#### **5.1 Conclusion**

Right now there are so many variant of food. People start to make a uniq food. It make the food industri have to compete for an innovations and good research and development products. We take advantage of this situation by make a new variant of jam. Now we introducing Vita new brand of taro jam.

Just little bit people know about potential value contained in the purple sweet potato/taro. Purple sweet potato/taro contain Vitamin A, B, C, Kalsium, Kalium, Sugar, and Carbohydrate and purple sweet potato/taro can be processed into many dish. But no one make taro into jam, so i take this advantages to make a taro jam. This jam is solution for those who are bored with the variation of jam. So people can enjoy the new flavour of the jam.

We sure this product can compete with other jam products on the market although its a new product. Because we also cooperate with supermarket and minimarket. Over all, its a new product so its still need to improvise because there are still many deficiency. And our product still need to improvise the flavour so people don't get bored.

#### **5.2 Suggestion**

1. Make a new variant flavour for Vita product, like Potato jam or other tuber.
2. Open our store so people easy to find Vita product.

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