

RESEARCH AND DEVELOPMENT FINAL PROJECT

“Vita Jam”

Utilization of Taro as raw ingredients on making of high antosianin jam



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RESEARCH AND DEVELOPMENT FINAL PROJECT

VITA

(Taro Jam)

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Executive Summary

Taro is the root of the taro plant, which is grown in semi-tropical and tropical climates all over the world. Taro is a healthy food but only a few people know the taro nutrition. Taro is nutritious, and is an excellent source of potassium, which is an essential mineral for many bodily functions. Taro also contain Vitamin A, C, E, Kalsium, Kalium, Calcium, Sugar, and Carbohydrate. Taro also contain B vitamins, as well as magnesium, manganese and copper.

The writer choose purple sweet potato/taro because still few people can take the benefit from taro fruit and the writer want to introduce taro fruit to societi. So the writer want to take this adventage with make a new product from purple sweet potato/taro fruit. The writer will make a jam from the purple sweet potato/taro fruit, because jam its a simple product and jam can be consume by all ages start from young to old people. And jam can store for the long time.

We saw a great opportunity in this market because people always seeking for a new product and purple sweet potato/taro fruit has not as famous as other fruit. So the writer can make a new product from this fruit, and can develop the product. Our product name is Vita

Vita product selling price Rp.28.000,00 if people buy it in the supermarket and minimarket. Vita also sell their product in online shop. If you buy with online sistem the price is Rp. 27.000. Its little expensive for the middle low class, but the price still affordable. Vita quality product is not inferior with other branded product like ceres, nutella, skippy, etc. Because we get the ingredients from local supplier from traditional market.

If this product success Vita will develop their product and make a variant flaour so people don't bored with Vita product. Vita also will make a branch in other country, so many people can know purple sweet potato/taro fruit nutrition and function.