

RESEARCH AND DEVELOPMENT FINAL PROJECT

“JACK CHIPS”

**DEVELOPMENT OF CHIPS PRODUCT MADE FROM
JACKFRUIT’S SEEDS**



By

Kevin Eka Prasetyo

1574130010078

STUDY PROGRAM OF CULINARY ARTS

AKADEMI KULINER DAN PATISERI

OTTIMO INTERNASIONAL

SURABAYA

2017

RESEARCH AND DEVELOPMENT FINAL PROJECT

“JACK CHIPS”

**“DEVELOPMENT OF CHIPS PRODUCT MADE FROM
JACKFRUIT’S SEEDS”**

Arranged by :

1574130010078

Approved by :

Examiner I

Asri Puspita Wardhani STP.,MSc

NIP:19891026 1402 017

Examiner II

Heni Adhinata,STP.,Msc

NIP:19900613 1402 016

Supervisor

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

NIP:19781201 1702 028

Head of Study Program Culinary Art

Akademi Kuliner dan Patiseri

Ottimmo Internasional

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

NIP:19781201 1702 028

Director of

Akademi Kuliner dan Patiseri

Ottimmo Internasional

Zaldy Iskandar, B.Sc

NIP :19731025 1201 001

TABLE OF CONTENT

CONTENT

COVER PAGE.....	i
SIGNATURE PAGE.....	Error! Bookmark not defined.
TABLE OF CONTENT	iii
EXECUTIVE SUMMARY	1
CHAPTER I	2
INTRODUCTION	2
1.1 Background	2
1.2 Objectives	3
CHAPTER II.....	4
PRODUCT DESCRIPTIONS	4
2.1 Product Descriptions	4
2.2 Product Materials	5
2.2.1 Jack Fruit Seed.....	5
2.2.2 Sugar	6
2.2.3 Salt	6
2.2.4 Ground Coriander	7
2.2.5 Garlic Powder	8
2.2.6 Black pepper	9
2.2.7 Water.....	10
2.2.8 Cooking Oil.....	11
2.3 Equipment & Tools	11

2.3.1	Gas stove.....	11
2.3.2	Kitchen Digital Scale.....	12
2.3.3	Cutting board.....	12
2.3.4	Knife.....	13
2.3.5	Pot.....	13
2.3.6	Colander.....	14
2.3.7	Tray.....	14
2.3.8	Plastic Packaging.....	15
2.4	Production Methods.....	16
2.4.1	Storing Procedure.....	16
2.4.2	Standard Operational Procedure.....	16
2.4.3	Kitchen Layout.....	17
2.4.4	Production Method.....	18
2.4.5	Hygiene Sanitation Procedure & Hazard Analysis Critical Control Point (HACCP).....	20
2.6	Nutrition Value.....	24
2.6.1	Raw Material Nutrition.....	24
CHAPTER III.....		31
3.1	Bussiness Analysis.....	31
3.1.1	Vision :.....	31
3.1.2	Short Terms Objective.....	31
3.1.3	Long term Objective.....	31
3.1.4	Opportunity.....	31
3.2	Market environment analysis.....	32
3.2.1	Industrial Analysis.....	32
3.3	Marketing Strategies.....	34

3.3.1	Segmenting	34
3.3.2	Targetting	34
3.3.3	Positioning	34
3.4	Marketing Strategy	35
3.4.1	SWOT Analysis	35
3.5	Marketing mix	36
3.5.1	Product	36
3.5.2	Price	36
3.5.3	Place	36
3.5.4	Promotion	36
3.6	Logo and Packaging	38
3.6.1	Logo	38
3.6.2	Packaging	38
3.7	Human Resource Management	39
3.7.1	Team	39
3.7.2	Task Breakdown	39
3.7.3	Working Hour	40
3.7.4	Recruitment , Selecting , and Interview	40
3.7.5	Salary and Compensation	40
3.7.6	Performance Appraisal	41
CHAPTER IV	42
CALCULATION	42
4.1	Variable cost	42
4.2	Overhead cost	43
4.3	Fixed Cost	43
1.1	Break Event Point	43

CHAPTER V.....	45
CONCLUSION.....	45
5.1 Conclusion.....	45
5.2 Suggestion.....	45
REFERENCE.....	46

EXECUTIVE SUMMARY

In southeast Asia , Jack fruit is an everyday foods. The starchy unripe fruit can be cooked for curries, while sweet, ripe jackfruit complements sticky rice and ice cream. But only a few people know that the seeds of jackfruit can also be processed into an amazing product. Jackfruit seeds can be a nutritious addition in diet programs . So in this product we would like to change the unpopular part of jackfruit into a tasty chips.

Jack fruit seeds chip can be a very good opportunity to introduce a new healthy product to the market using an unusual main ingredients . It can also be a very good product in the market as a healthy snack that can be consume by everyone . Because nowadays , people tend to raise thier awareness about their healthy lifestyle .

Our product will sell by distribute it into a supermarket , and sell it near in production environment , also we're going to participating in a bazaar & culinary exhibition. Our product packed into an airtight packaging .Selling price of “Jack Chips” is Rp. 15.000,00 per package with net weight 150 grams.