

CHAPTER V

CONCLUSION

5.1 Conclusion

Today, many yoghurt products are on the market. So that makes a lot of food industry that issued a variety of innovations yogurt products. However, most yogurts are made from cow's milk or animal milk. Therefore, we take advantage to make innovation of new yogurt. We make yogurt different from other yogurt. Our yogurt is made from jack beans.

Not everyone knows the benefits of jack bean. Not many people who use jack beans when jack beans have good benefits for health, have many nutrients, and can be a substitute for soybeans. Therefore, we innovate to make yogurt products made from jack beans. “KoGurt” is a good yogurt product for new health and different from yogurt products on the market, because it is still very rare.

We believe our products can compete with other yogurt products. Because “KoGurt” has a uniqueness that distinguishes it from other yogurt products, so consumers will be interested to try and consume our products. Moreover, people today are aware of the importance of healthy living and the high demand for healthy foods and drinks on the market, so our product can be their choice.

5.2 Suggestion

Our business is still a new business in the culinary world, both in terms of products and marketing. Therefore we will correct the errors or deficiencies of our products and will improvise them to suit the desires and tastes of consumers in the market. We will also create exciting new product innovations to keep consumers interested in our products and not bored to consume our products. In addition, we will also continue to improve our marketing strategies to be effective so that our products can compete in the market.

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