

CHAPTER V

5.1 Conclusion

There are so many healthy condiments or jams demands of the food industry, it started a fair competition for factories to search for new innovation and product development. We took advantage of this situation to introduce our “ starfruit jam” to the market and to the consumen.

Not many people aware about the benefit of consumsing the “starfruit”. This fruit is very healthy,high in nutrient and can be processed into variety of product. This product is a new alternative for everyone especially people who have cholestrol,headache,etc

This product can compete with other jam product we believe in the market. Espcially supporteed by th market demand for the new innovation and break-through products. Overall, this starfruit jam still has to go through a roller coaster ride to develop more variation in order to prevent the consumer getting bored with just one taste

And last but not least we believe if our products will be accepted by society because i addition to having various properties are also very afforable an have a hihg taste and of course delicious so don’t hesitate to choose our jam become one o the important parts in your daily life

5.2 Suggestion

Today a lot of jams are on the market but not much is made from safe and healthy for our body and our health, but with our new product we believe we can be the first breakthrough in the world of jam not only because our product not using chemicals at all so need to note our jam only lasted a few days only