

CHAPTER V

5.1 Conclusion

There are so many liqueurs product in the market but they only sell import products . Our company take the opportunity of this situation by introducing —*Petroek Indonesia honey and lemon liqueurs* “ . we make the —*Petroek Indonesia honey and lemon liqueurs*” with high quality of Indonesian *klanceng honey* and lemon.

This product decrease the bitter taste of liqueurs , it can be the solution for some people who don't like the bitter taste of liquor. We sure that our product can compete with the other import products on the market. Overall , our product still require more promotion to introduce our products into the country and abroad.

5.2 Sugestion

In the manufacture of our products, we are have a little bit of trouble in taking care of the legality of our products , because our product contains high amount of alcohol , because of that we will seek closer with Governments in order to facilitate us in maintaining the legality of our products.

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