

**RESEARCH AND DEVELOPMENT FINAL PROJECT**

**“HEALTHY JERKY”**

**(Jerky made from Banana Hearth, Anchovies, and Okra to prevent Diabetes)**



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**STUDI PROGRAM OF CULINARY ART**

**AKADEMI KULINER DANPATISERI**

**OTTIMMO INTERNASIONAL**

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**Surabaya , August 18th 2017**

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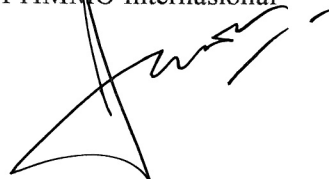
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## **PREFACE**

As a part of the Diploma Curriculum and in order to gain practical knowledge in the field of culinary, we are required to make a Research and Development as Final Project. In this project report we have included detail of ingredients, cooking methods, nutrition facts, marketing strategy, and also product calculations.

By doing this project report we can calculate our knowledge about the work in the consumer's attitude towards this new product, whether acceptable or not.

Finally, we would like to thank our lecture Mr. Zaldy Iskandar, Ms. Ira, Ms. Asry, and Ms. Heny for their help in supervise our product and making this report.

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## EXECUTIVE SUMMARY

We use Banana, Okra, and Anchovy and our product. Banana which has latin name *Musa Acuminata*. Bananas grow in a wide variety of soils. A stem develops which grows up inside the pseudo stem, carrying the immature inflorescence until eventually it emerges at the top. Each pseudo stem normally produces a single inflorescence, also known as the "banana heart". Bananas are naturally free of fat, cholesterol, and sodium. Bananas provide a variety of vitamins and minerals. Okra contains potassium, vitamin B, vitamin C, folic acid, and calcium. It's low in calories and has a high dietary fiber content. Recently, a new benefit of including okra in your diet is being considered. Okra has been suggested to help manage blood sugar in cases of type 1, type 2, and gestational diabetes. Anchovies are an excellent source of calcium, iron, and zinc. In their cured form, they are also high in sodium. We present you with "Healthy Jerky" products, which is it's a smart choice to start healthy life and not wasting time to eat. And it can be alternative to not eat junk food, and worry about our healthy. We only use high-quality materials, obtained from reliable supplier and process with supervision and will be packaged in vacuum, so the product we sell are guaranteed authenticity and quality. And it has rich nutrition to take care health. This is our best opportunity to serve a high-quality product and have rich nutrition on it. We only have original flavor.

We saw a marketing opportunity of "Herky Jerky" mostly among college students and general publics in Surabaya. They always challenge to try new products and also have tight schedules so they don't have enough time for accommodate their needs. We will begin to promote our products in few campus cafeterias, shopping centers, and restaurants with consignment system in a selling price of Rp 33.000, -. Our target market is middle class and upper middle. We package this project by doing some marketing strategy.

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