

**RESEARCH AND DEVELOPMENT FINAL PROJECT**

**THE DEVELOPMENT OF TOFU AND AVOCADO  
INTO MAYONNAISE  
(Veg Mayo)**



**By**

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**AKADEMI KULINER DAN PATISERI  
OTTIMMO INTERNASIONAL  
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**VEG MAYO**  
**(Vegetarian Mayonnaise)**

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## **PREFACE**

As a part of the Diploma Curriculum we are required to make a Research and Development as Final Project. In this project report we have included details of our product's ingredients, cooking methods, nutrition facts, marketing strategy, and also product calculation.

This project report helped us to enhance our knowledge regarding the work in to the attitude of consumer towards this new product, whether it can be acceptable or not.

In the end, we would like to thank our lecturer Chef Zaldy Iskandar, Ms. Asri Puspita Wardhani for their help in supervise our product and making this report.

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## **EXECUTIVE SUMMARY**

There are so many products that claimed low fat but not contains high nutrition. Our products are low calories with high nutrition. So we introduce our product “Veg Mayo” .

Our mayonnaise is made from tofu and avocado. Tofu has a low calorie count and large amount of protein while avocado is high in healthy fats. Our mayonnaise is good for healthy life. We choose high quality of our ingredients and we also sell it with reasonable price. Our product are safe to consumed by all age and for vegetarian people.

This product will be affordable by middle low, middle up, and upper class people. We sell our products around Surabaya city and we will be expanding to Jakarta, Bali, Medan, Makassar, etc. Our vegetarian mayonnaise cost Rp. 75.000,- per jar. We believe that our product will be loved by consume