

**RESEARCH AND DEVELOPMENT FINAL PROJECT**

**OLIVE'S BACON CRUNCH**

**(Developing Healthy Bacon Product Rich in Vitamin B)**



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## RESEARCH AND DEVELOPMENT FINAL PROJECT

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## **PERFACE**

As a part of the Diploma Curriculum and in order to gain practical knowledge in culinary art, we are required to make a product research and development as final project. Doing this project helped us to practically implement our knowledge regarding the work in the attitude of consumer towards this new product, whether it can be acceptable or not.

And i would like to thank our lecturer Mr. Zaldy Iskandar , that have been greatly contributed to stimulate and encourage us as his students to write this final project.

This project report we have included detail of ingredients, cooking methods, nutrition facts, marketing strategy, and also product calculation.

Furthermore, i would like to thank Ms. Asri Puspita Wardani and Ms . Diana for their help in supervising our product and guiding me along the making of this report.

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## EXECUTIVE SUMMARY

It cannot be denied that westernization is a common worldwide issue, and it has affect eastern's eating culture as by having spread and toast for breakfast. Regarding to this trend followed by deep research, I am encouraged to develop a delightful food complement that could be quickly prepared for breakfast, a jam that is based on bacon. The development of bacon into jam product is to presenting time saving food product for those people who skip breakfast because they don't have time to prepare breakfast. Pork bacon is one of the most popular food that is usually prepared for breakfast in many western countries. Surprisingly, in Indonesia, especially the Java Island, the consumption of pork meat is relatively high that it reached the amount of more than 10 million pigs consumed during 2015. It is made for all people who are not restricted to eat pork. Bacon contains thiamin, vitamin B12, zinc and selenium, which are all vital nutrients the body does not naturally produce. Bacon Jam is complimentary product, unique and innovative spread product as is it different as any other s spread that could be found in the market nowadays. As a pioneering jam that introduce a unique experience of consuming bacon as an instant jam spread, our company will be able to seize the opportunity to gain the high percentage market share of pork consumer in Surabaya and Indonesia.

“ Olive's Bacon Jam “ will be produced solely in the city of Surabaya, and distributed evenly throughout the nation of Indonesia. the product could be purchased via online platform. Our product is made naturally using 100% Bacon and not containing any artificial food coloring or preservative. Selling Price of our product per jar with net weight @300gr Rp. 55.000,00. This report contain brief description of ingredients, tools, and step-by-step manual of producing “Bacon”, food safety procedure and quality assessment, comprehensive marketing strategy details and plan for this product, and finally the human resource management system.