

CHAPTER V

CONCLUSION

5.1 Conclusion

In conclusion, “Bacon Jam” as a product that will be introduced to the market of jam spread is feasible to be marketed in Indonesia. Bearing in mind the lucrative gains of profit through selling this instant jam into the market are accompanied with the convenience of customer to quickly consumes bacon as their breakfast habits, offering the health benefits compared to normal bacon slice and helps the government to increase the states revenue and reduce the unemployment rate.

Additionally, the development of the product as provided above reveals the situation of the market that shows several opportunities that resides to the company rather than to the customer and competitors. This could be concluded from the fact that the trend of lifestyle in the pork consumer market is positively increasing to a higher growth. With this momentum, “Bacon Jam” could potentially attract the customer to switch and take up the habit of using the instant spread jam to fulfill their breakfast meals, thus allowing the company to offer a product that features healthy ingredients and tasty food.

5.2 Suggestion

As a product that is new for the market, “Bacon Jam” will be equipped with a bold marketing effort to introduce the product during the initial launching event to the market. Therefore, despite the fact that the market is densely occupied and dominated with several competitors who have different but serve the same purpose of the product, the company will focus on maximizing the effectiveness of marketing strategies to fulfill the company goals. Additionally, during the ongoing process, “Bacon Jam” will be processing using a better utensils as to ensure that the product is up to date with the latest technological advancement in food processing industry.

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