

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 CONCLUSION

Jam product as we know only offer the sweet variants, and it is so rare to find the savory variants. *Pimilada* saw that opportunity and believe that savory jam variants can be a chance. The market nowadays also expecting a creative innovation, and that's what our yellow bell pepper jam came here for.

People may not know but there are lot of potential value from bell pepper, which in this case, business value. Not only offering the easier way to consume bell pepper, we also offer people a new way on enjoying the benefits from bell pepper. It is good for our health.

We are sure that our *Pimilada* yellow bell pepper jam product can be a great competitor in the market. We believe we can fill the market demand on healthy food product which is instant and practical like *Pimilada* yellow bell pepper jam. However, there are still more things need to be developed from our product and we are ready for it.

5.2 SUGGESTION

In the future, we believe we can find things to be developed. There are still lot of opportunities in our food product alone. Whether from the product side, marketing and many other.

From the product side, we believe we can be the leader of the creative food product industry. There are chances we can give more bell pepper jam variants in the future. We can add more flavor to our future product so the consumers do not easily get bored by our product.

The marketing side, we can spread our wings to any other province in Indonesia or even to another country. We do believe people find our bell pepper jam rarely in the market. *Pimilada* is here to add another choice in the market.

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