

RESEARCH AND DEVELOPMENT FINAL PROJECT
PIMILADA BELL PEPPER JAM
PROCESSED BELL PEPPER INTO A RICH VITAMIN C JAM



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(BELL PEPPER JAM)**

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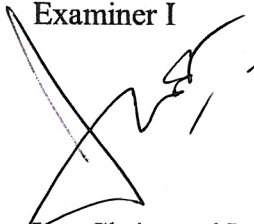
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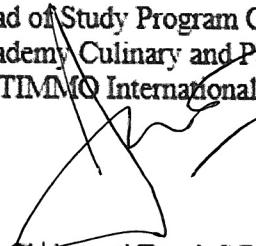
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EXECUTIVE SUMMARY

Pimilada is a yellow bell pepper jam food product. We all know that jams are frequently made of sweet ingredients only. It is uncommon to make a jam with savory ingredients. These days, the market challenges us to be creative and innovative at the industry and we here to take that challenge. Bell pepper also had lot of benefits for us and we try to package those benefits in a jar.

Why we choose *Pimilada* as our food product name? *Pimilada* stands for two Mexican words, first '*pimiento*' which means bell pepper, second '*mermelada*' which means jam. There is no certain reason why we choose Mexican words as our name. We just love it.

We see a lot of chances in this food product. We don't want to waste those opportunities. High quality product is our priorities. That is the reason why we choose the best quality ingredients only to make a high quality bell pepper jam. We are not only talking about the quality of the ingredients, we also believe our process in the making of *Pimilada* jam is the best.

Being creative in the industry nowadays is a must. By being a yellow bell pepper jam producer we also want to inspire people around us to be creative. We also want the other believe that there are still lots of stuff that can be explore. In the future, we hope we can be the leader of the savory jam industry.

We are going to acknowledge people the health benefits in bell pepper. They are rich in vitamin C which is good for our body. Vitamin C helps our body to repair wounds, cures diabetes, prevent heart diseases, and many more. Bell pepper are also low in calories which will help us to lose some weight.

Pimilada market segmenations are for all kind of people and ages. We can also reach those people who had difficulties in digesting such harsh texture food ingredients, in our case bell pepper. We also want people to realize more about the benefits we can get from bell pepper. Our jar of bell pepper jam price will start from Rp. 34.500,- per every 220 gram. The first plan we got in our head is to promote our products by participating in lots of food bazaar. This product is a home industry based food product.

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