

## **CHAPTER V**

### **CONCLUSION**

#### **5.1 Conclusion**

Demands for healthy products or healthier alternatives on certain types of products are ever increasing, and it might create an intense competition for factories to compete with each other by innovating new products, or just shamelessly piggybacking on what's popular on the market right now. This is where Blimbi Jam shines in because it is unique with no competitors. Blimbi is one of those fruits not many people are aware about nowadays, nor do they know any of its actual health benefits and its potential in fighting cholesterol and high blood pressures and treating cough and fever, thus making this product perfect for people with those concerns, despite it is suitable for everyone of any age.

#### **5.1 Suggestion**

Blimbi Jam is a breakthrough, new innovative product that will compete with other products in the market as long as marketing strategies are intensively applied. Although, the lack of variety is an issue. Research and Development will be done to create other new products or even varieties of Blimbi Jam.

## REFERENCE

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