

RESEARCH AND DEVELOPMENT FINAL PROJECT
CILEMBU SWEET POTATO SPREAD FOR LOW OF CHOLESTROL
SWEET POTATO SPREAD



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CULINARY ART STUDY PROGRAM
AKADEMI KULINER DAN PATISERI
OTTIMMO INTERNASIONAL
SURABAYA

2017

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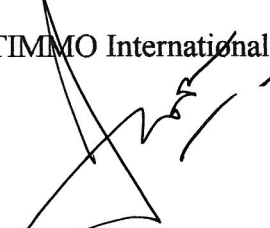
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EXECUTIVE SUMMARY

Cilembu sweet potato or also called yam cilembu, now become one of the popular potatoes in the society. Nowadays cilembu sweet potato is famous not only among villagers but also city dwellers. In the modern era where more people are aware of keeping their health .

There are so many benefits contain in cilembu sweet potato, they are the source of protein, low of cholesterol, anti cancer. Cilembu Sweet Potato can be an alternative for people who are on diet, because this product is so high in protein, low in carbohydrate, high in fiber and low GI. Our product is unique and produced not like the other jam and spread. We use only the chosen ingredients, which have a good nutrients for people who want to have a healthy lifestyle.

To present our product wider, we do not only locate and sell our product in a strategic place, we will promote our product by spreading brochures about cilembu sweet potato, putting ads on social media that has strategic marketing. We attract the attention of customer with our packaging. Cilembu sweet potato will be designed with unique concept. We will use jar and box of cilembu sweet potato spread that using environmentally friendly materials and labelling with advantages of our products. The price that we are offering is Rp. 22.000,- for special price of Rp. 20.000,- for agents.

PREFACE

Gratitude to God, so that i can complete this proposal. As a part of the Diploma Curriculum and in order to get practical knowledge in Culinary Art, we are required to make a Research and Development as Final Project. In this project report we have included detail of ingredients, cooking methods, nutrition facts, marketing strategy, and also product calculation.

Doing this project report helped us to enhance our creativity and knowledge regarding the work in to the attitude of consumer towards this new product, whether it can be acceptable or not.

Finally, we would like to thank our Lecture Mr. Zaldy Iskandar, Ms. Irra C Dewi, and Mrs. Diana for their help in supervisiy our product and making this report.

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