

RESEARCH AND DEVELOPMENT FINAL PROJECT

Tabaca Pea

(Nutrition Balance Diet Instant Powder Drink)



Arranged by :

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**CULINARY ART STUDY PROGRAM
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“ TABACA PEA “

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PREFACE

As a part of the Diploma Curriculum and in order to gain practical knowledge in the field of 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 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. Astri Wardhani for their help in supervise our product and making this report.

EXECUTIVE SUMMARY

Indonesians are beginning to care more about the food they consume. Many people are aware with what they consume to get a healthy life and longlive. So, they start to have nutrition food or drink and follow dietary rules. Based on this background, this product could be a solution for people who wants healthy life in easy way because usually people are very busy right now. “Tabaca Pea: is a healthy nutrition balance diet instant powder drink to support nutrition balance diet movement in Indonesia, made from purple sweet potato, cowpea, carrot, banana and soy bean milk being formed into powder. Packaged in opaque plastic bottle and wrap by aluminiom foil under the cover of the bottle to maintain the quality and durable product. “Tabaca Pea” is presenting Nutritional Balance Diet Instant Powder Drink to support easy healthy lifestyle movement in Indonesia And One of instant drink that being served without preservative

We saw a marketing opportunity of “Tabaca Pea” mostly among teenagers until adults who do not have enough time to take care about what they consume but still want a healthy life. They always challenge to try variants of healthy product and no preservative. We will begin to promote this product in online store, hospitals and drug store in selling price Rp 47.000,- . Based on break event point analysis, this product will be successfully reached a BEP after successfully selling 1.177 units.

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