

RESEARCH AND DEVELOPMENT FINAL PROJECT

ESSEN LA

(Shitake-Mushroom Based Vegetarian Meat)



Arranged by:

Tan Graciella Budiono (1574 1300 100 32)

CULINARY ARTS STUDY PROGRAM

AKADEMI KULINER DAN PATISERI

OTTIMMO INTERNASIONAL

SURABAYA

2017

RESEARCH AND DEVELOPMENT FINAL PROJECT

ESSEN LA

(Shitake-Mushroom Based Vegetarian Meat)

Arranged by:

Tan Graciella Budiono (1574 1300 100 32)

Surabaya, September 15th 2017

Approved by:

Supervisor,



Heni Adhinata,

STP.,MSc.

NIP. 199006131402016

Examiner I,



Irra Chrisyanti Dewi,

S.Pd., M.S.M

NIP. 197812011702028

Examiner II,



Asri P Wardhani,

STP.,MSc.

NIP. 198910261402017

Director of Ottimmo

International Mastergourmet Academy,



The seal of Ottimmo International Mastergourmet Academy is circular with a green border. Inside, there is a red shield with a white 'O' and 'M' and the text 'OTTIMMO International Mastergourmet Academy'. A handwritten signature in black ink is written over the seal.

Zaldy Iskandar, B.Sc.

NIP. 19731025 1201 001

Head of Study Program Culinary Art,

Ottimmo International
Mastergourmet Academy,



Irra Chrisyanti Dewi, S.Pd., M.S.M

NIP. 19781201 1702 028

PREFACE

As a part of the Diploma Curriculum and in order to gain practical knowledge in the Field of Culinary Art, I am required to make a Research and Development as Final Project. In this project report I have included the details of ingredients, cooking methods, nutrition facts, marketing strategy, and also product calculation.

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

Finally, I would like to thank my lecturers, Mr. Zaldy Iskandar, Ms. Irra Chrisyanti Dewi, and Ms. Heni Adhinata for their help in supervising my product and making this report.

TABLE OF CONTENT

COVER PAGE	i
SIGNATURE PAGE	ii
PREFACE	iii
TABLE OF CONTENT	iv
LIST OF PICTURE	ix
LIST OF TABLE	xii
EXECUTIVE SUMMARY	xiii
CHAPTER I INTRODUCTION	
1.1 Background.....	1
1.2 Objective.....	2
CHAPTER II PRODUCT DESCRIPTION	
2.1 Product Description.....	3
2.2 Materials.....	3
2.2.1 Shitake Mushroom Stalks.....	3
2.2.2 Big Red Chili.....	4
2.2.3 Bird-Eye Chili.....	4
2.2.4 Garlic Cloves.....	5
2.2.5 Shallot Cloves.....	5
2.2.6 Coriander Seed.....	6
2.2.7 Tamarind.....	6
2.2.8 Salt.....	7

2.2.9	Lime Leaves.....	7
2.2.10	Lemongrass Stem.....	8
2.2.11	Bay Leaves.....	8
2.2.12	Galangal.....	9
2.2.13	Coconut Milk.....	9
2.2.14	Cooking Oil.....	10
2.2.15	Drinking Water.....	10
2.3	Equipment and Tools.....	11
2.3.1	Gas Stove.....	11
2.3.2	Regulator.....	11
2.3.3	Kitchen Digital Scale.....	12
2.3.4	Food Processor.....	12
2.3.5	Vacuum Sealer and Plastic.....	13
2.3.6	Wooden Spatula.....	13
2.3.7	Sauce Pan.....	14
2.3.8	Kitchen Knife.....	14
2.3.9	Non-Stick Pan.....	15
2.3.10	Cutting Board.....	15
2.3.11	Meat Tenderizer.....	16
2.3.12	Strainer.....	16
2.4	Production Methods.....	17
2.4.1	Kitchen Layout.....	17
2.4.2	Storage.....	17

2.4.3	Standard Operational Procedure (SOP).....	17
2.4.4	Procedure.....	18
2.4.5	Hygiene and Sanitation Procedures.....	18
2.5	Materials's Nutrition Raw.....	20
2.5.1	Shitake Mushroom Stalks.....	20
2.5.2	Big Red Chili.....	21
2.5.3	Bird-Eye Chili.....	22
2.5.4	Garlic Cloves.....	23
2.5.5	Shallot Cloves.....	24
2.5.6	Coriander.....	25
2.5.7	Tamarind.....	26
2.5.8	Salt.....	27
2.5.9	Lime Leaves.....	28
2.5.10	Lemongrass Stem.....	29
2.5.11	Bay Leaves.....	30
2.5.12	Galangal.....	31
2.5.13	Coconut Milk.....	32
2.5.14	Cooking Oil.....	33
2.5.15	Drinking Water.....	34
2.6	Hazard Analysis and Critical Control Points (HACCP).....	35

CHAPTER III MARKETING STRATEGY

3.1	Business Analysis.....	36
3.1.1	Introduction of Industry.....	36

3.1.2	Short Term Objective.....	36
3.1.3	Long Term Objective.....	36
3.1.4	Opportunity.....	37
3.2	Market Environment Analysis.....	37
3.2.1	Industrial Analysis.....	38
3.2.1.1	Threat of New Entry.....	38
3.2.1.2	Supplier Power.....	38
3.2.1.3	Buyer Power.....	38
3.2.1.4	Threat of Substitution.....	38
3.2.1.5	Competitive Rivalry.....	39
3.3	Marketing Strategies.....	39
3.3.1	Segmentation, Targeting, Positioning.....	39
3.3.2	Marketing Mix.....	40
3.3.2.1	Product.....	40
3.3.2.2	Price.....	41
3.3.2.3	Place.....	41
3.3.2.4	Promotion.....	41
3.3.2.5	People.....	42
3.3.2.6	Process.....	42
3.3.2.7	Physical Evidence.....	42
3.3.2.8	Productivity.....	42
3.3.3	TOWS Matrix.....	42
3.3.4	Competitive Advantage.....	43

3.5	Human Resource Management.....	43
3.5.1	Team.....	43
3.5.2	Task Breakdown.....	44
3.5.3	System Operation.....	44
	3.5.3.1 Person in Charge.....	44
	3.5.3.2 Working Hour.....	45
3.5.4	Recruiting, Selecting, and Interview.....	45
3.5.5	Training.....	45
3.5.6	Performance Appraisal.....	45
	3.5.6.1 Salary and Compensation.....	46

CHAPTER IV PRODUCT CALCULATION

4.1	Cost of Production.....	47
	4.1.1 Variable Cost.....	47
	4.1.2 Overhead Cost.....	48
4.2	Fixed Cost.....	49
4.3	Break Event Point (BEP).....	49

CHAPTER V CONCLUSION

5.1	Conclusion.....	51
5.2	Suggestion.....	51

REFERENCES.....	52
------------------------	-----------

APPENDIX

1.	Pictures of Product and Attributes of Business.....	54
2.	Original Recipe with Approval Stamp.....	55

LIST OF PICTURE

Picture 2.1	Shitake Mushroom Stalks.....	3
Picture 2.2	Big Red Chili.....	4
Picture 2.3	Bird-Eye Chili.....	4
Picture 2.4	Garlic Cloves.....	5
Picture 2.5	Shallot Cloves.....	5
Picture 2.6	Coriander Seed.....	6
Picture 2.7	Tamarind.....	6
Picture 2.8	Salt.....	7
Picture 2.9	Lime Leaves.....	7
Picture 2.10	Lemongrass Stem.....	8
Picture 2.11	Bay Leaves.....	8
Picture 2.12	Galangal.....	9
Picture 2.13	Coconut Milk.....	9
Picture 2.14	Cooking Oil.....	10
Picture 2.15	Drinking Water.....	10
Picture 2.16	Gas Stove.....	11
Picture 2.17	Regulator.....	11
Picture 2.18	Kitchen Digital Scale.....	12
Picture 2.19	Food Processor.....	12
Picture 2.20	Vacuum Sealer.....	13
Picture 2.21	Wooden Spatula.....	13

Picture 2.22	Sauce Pan.....	14
Picture 2.23	Kitchen Knife.....	14
Picture 2.24	Non-Stick Pan.....	15
Picture 2.25	Cutting Board.....	15
Picture 2.26	Meat Tenderizer.....	16
Picture 2.27	Strainer.....	16
Picture 2.28	Kitchen Layout.....	17
Picture 2.29	Storing Procedure.....	17
Picture 2.30	Standard Operational Procedure (SOP).....	17
Picture 2.31	Procedure.....	18
Picture 2.32	Shitake Mushroom Nutrition Raw.....	20
Picture 2.33	Big Red Chili Nutrition Raw.....	21
Picture 2.34	Bird-Eye Chili Nutrition Raw.....	22
Picture 2.35	Garlic Nutrition Raw.....	23
Picture 2.36	Shallot Nutrition Raw.....	24
Picture 2.37	Coriander Nutrition Raw.....	25
Picture 2.38	Tamarind Nutrition Raw.....	26
Picture 2.39	Salt Nutrition Raw.....	27
Picture 2.40	Lime Leaves Nutrition Raw.....	28
Picture 2.41	Lemongrass Nutrition Raw.....	29
Picture 2.42	Bay Leaves Nutrition Raw.....	30
Picture 2.43	Galangal Nutrition Raw.....	31
Picture 2.44	Coconut Milk Nutrition Raw.....	32

Picture 2.45	Cooking Oil Nutrition Raw.....	33
Picture 2.46	Drinking Water Nutrition Raw.....	34
Picture 3.1	Positioning Map.....	40
Picture 3.2	TOWS Matrix.....	43
Picture 3.3	Performance Appraisal.....	45
Appendix Picture 1.1	Vacuumed Rendang Shitake Mushroom Stalks Meat.....	54
Appendix Picture 1.2	Packaging Design.....	54

LIST OF TABLE

Table 1. Variable Cost.....	47
Table 2. Overhead Cost.....	48
Table 3. Fixed Cost.....	49

EXECUTIVE SUMMARY

“Essen La” is a new innovation to replace meat and substitute products made from gluten, which is made from shitake mushroom stalks. In some people who are sensitive to gluten, eating gluten can cause allergies. Processed shitake mushroom stalks will have a fiber texture similar to meat. The shitake mushroom stalks itself contain Vitamin B, Vitamin C and Vitamin D, to prevent cancer and diabetes.

We see the marketing opportunity of *“Essen La”* mostly among vegetarian people, college students and general public in Surabaya. They always feel challenged to try new coming products and also have tight schedules so they don't have enough time for consuming healthy food which has home taste. Surely *“Essen La”* can accommodate their needs. We will begin to promote our products in some campus canteens, shopping centres, and vegan restaurants. We sell our product for Rp 25.000,- per pcs