

CHAPTER V

CONCLUSION

5.1 Conclusion

Healthy lifestyle is happening nowadays. It makes local food industry increasing. Quantity of buyer is increasing too. So our company take the opportunity to make a new innovation by our broccoli jam.

Broccoli itself contains a lot of vitamin, mineral and other nutrients that can prevent a lot of illness and it makes you healthier. Our jam is made from 100% natural ingredients, packed into glass jar and will be sold at Rp 28.500/jar with net weight 300gr. Which is very worth to buy.

We really optimist that our product will compete on the market. Afterall our product still have to improve the flavor to make it more tasty.

5.2 Suggestion

1. Try to combine with other ingredients to improve the flavor
2. Developing a new variation with other fruit to make new innovation

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