

RESEARCH AND DEVELOPMENT FINAL PROJECT
AVOCADO SEED POWDER



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APPROVAL

AVOCADO SEEDS POWDER

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PREFACE

As a part of 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 we have to include detail of ingredients, cooking methods, nutrition fact, marketing strategy, and also product calculation.

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

Finally, we would like to thank our beloved lecture Mr. Zaldy Iskandar, Ms. Irra Chrisyanti Dewi. And Mrs. Xxx for their help in supervise our product and making this report

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EXECUTIVE SUMMARY

Therefore the writer try to use avocado seed to develop new innovation of product they can be enjoy by consumers and they don't need to feel guilty to try this product because it healthy and we also using only good quality product to create a perfect avocado seeds powder.

The writer saw marketing opportunity of " Avocado seeds powder " mostly among housewife and general public in Denpasar. They always feel challenged to try upcoming product, on the order hand our product also concern about health issue, so surely " Avocado seeds powder " will accommodate their needs. We would like to begin to promote our products in a few hospital, cafeteria, shopping center, and healthy restaurant, with selling price approximately Rp. 50.000,- per 1kg, our target market is the middle class consumer.