

RESEARCH AND DEVELOPMENT FINAL PROJECT

HELZI MILK

(Dairy and nut free healthy Milk made from sunflower seeds and
jujube to prevent cancer)



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APPROVAL

“HELZI MILK”

Dairy and nut free healthy Milk made from sunflower seeds and jujube to prevent
cancer

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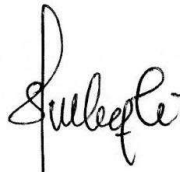
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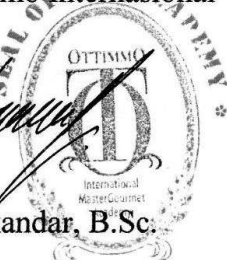
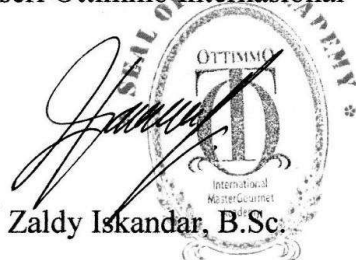
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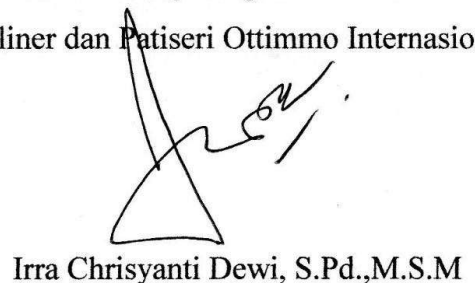
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PREFACE

First of all I want to thank God for his blessings and graces so that I can complete the report of Research and Development. The purpose of writing this Research and Development report is to meet one of the requirements of Diploma 3 graduation at Ottimmo International. Writing research and development not only made me develop in writing but also made me more creative in making new products that is acceptable by the consumer. I make a healthy drink product that aims to prevent cancer. I hope this product can help or make people live healthier. I also want to thank Ms. Heni Adhianata,S.TP.,M.Sc. as my thesis advisor who has helped and supported me patiently from the beginning until I finish this Research and Development report. Lastly, I want to thank my support system that always support me during the thesis, my parents who have supported me with love, teachers who have been teaching me patiently for 2 years and my friends.

Surabaya, August 1st 2018.

Stella Gracia Laksmana.

EXECUTIVE SUMMARY

Helzi milk is a healthy drink made from sunflower seeds and dried jujube. Helzi milk can prevent cancer. It can prevent cancer because it has two main ingredients which contain natural chemical elements that can prevent cancer. Sunflower seeds is a source of selenium that can reduce the development of cancer cells. Helzi milk fulfills 60% selenium daily needs. Jujube gives the natural sweet taste to it. Extract from jujube fruit is useful in the process of inhibiting the growth of cancer cells, especially Leukemia cancer. Even though Helzi milk is high in calories, it is also high in protein. It gives 32% daily value of protein. Helzi milk is also low in cholesterol, unlike dairy milk, therefore people who are high in cholesterol do not have to be afraid to consume Helzi milk.

For the cooking method, I did not use complicated method in the cooking process. I use cooking method like boiling, stirring, and blending. If you make it according to the existing method, you will surely succeed in making Helzi milk. Make sure to keep Helzi milk in the refrigerator and if you already open the packaging you have to finish it as soon as possible. Helzi milk has a short shelf life.

In terms of business plan, Brand awareness becomes Helzi milk weakness. To deal with Helzi milk weakness, I use marketing concept type integrated. This marketing concept is adjusting the selling price with the target market and promote the product by using advertising intermediaries that are suitable with the product. Helzi milk target is upper middle class. I will sell it in a drink booth like cincau station, so it is located inside the mall. I think mall is the right place to sell Helzi milk because it suits the target market. I hire two employees to help me in producing and selling. Actually selling Helzi milk in a drink booth will spend a lot of money on booth rent and employees. Profit will be reduced a lot to pay expenses. But this selling method is the easiest, considering Helzi milk has a short shelf life. Selling it in own booth will make it easier to manage the stock of Helzi milk.

The packaging of Helzi milk is using plastic bottle. We also provide information in a form of a sticker on the bottle such as logo and nutrition fact. Selling price for Helzi milk is Rp 12.000.

TABLE OF CONTENTS

APPROVAL	i
PREFACE.....	ii
EXECUTIVE SUMMARY.....	iii
TABLE OF CONTENT.....	iv
LIST OF PICTURES.....	vi
LIST OF TABLE	vii
CHAPTER I INTRODUCTION	1
CHAPTER II INGREDIENTS AND UTENSILS OVERVIEW.....	3
2.1 Materials	3
2.1.1 Sunflower Seeds	3
2.1.2 Dried Jujube.....	4
2.1.3 Sugar.....	5
2.1.4 Mineral Water.....	6
2.2 Utensils	7
2.2.1 Blender	7
2.2.2 Bowl	7
2.2.3 Saucepan.....	8
2.2.4 Nut Milk Bag.....	8
2.2.5 Wooden Spatula.....	9
2.2.6 Gas Stove.....	9
2.2.7 Kitchen Digital Scale.....	10
CHAPTER III NEW PRODUCT PROCESSING SEQUENCE.....	11
3.1 Processing Product Flowchart	11
3.2 Complete Recipe	15
3.3 Shelf Life.....	15
CHAPTER IV NEW PRODUCT OVERVIEW.....	16
4.1 The Fact of Nutrition.....	16

4.1.1 Nutrition Fact of Sunflower Seeds	16
4.1.2 Nutrition Fact of Dried Jujube	17
4.1.3 Nutrition Fact of Sugar	17
4.1.4 Nutrition Fact of Helzi Milk.....	18
4.2 New Product Characteristic	18
CHAPTER V BUSINESS PLAN	20
5.1 SWOT Analysis.....	20
5.2 Marketing Aspect	21
5.3 Technical Aspect	21
5.3.1 Kitchen Layout	22
5.3.2 Booth Layout	23
5.4 Financial Aspect	23
CHAPTER VI CONCLUSION	25
6.1 Conclusion.....	25
6.2 Suggestion	26
BIBLIOGRAPHY	27
APPENDIX.....	28
Appendix 1. Packaging Design	28
Appendix 2. Supplier List.....	29
Appendix 3. Product Logo Design	30
Appendix 4. Approved Recipe	31
Appendix 5. Form Consultation	32

LIST OF PICTURES

Picture 1. Sunflower Seeds	3
Picture 2. Jujube.....	4
Picture 3. Sugar	5
Picture 4. Mineral Water.....	6
Picture 5. Blender.....	7
Picture 6. Bowl.....	7
Picture 7. Saucepan	8
Picture 8. Nut Milk Bag.....	8
Picture 9. Wooden Spatula.....	9
Picture 10. Gas Stove.....	9
Picture 11. Kitchen Digital Scale.....	10
Picture 12. Kitchen Layout	22
Picture 13. Booth Layout	23
Picture 14. Bottle Packaging.....	28
Picture 15. Sticker Packaging	28
Picture 16. Packaging Front.....	28
Picture 17. Packaging Back	28
Picture 18. Product Logo	30

LIST OF TABLE

Table 1. Sunflower Seeds Nutrition Fact	16
Table 2. Sugar Nutrition Fact.....	17
Table 3. Helzi Milk Nutrition Fact	18
Table 4. Variable Cost	23
Table 5. Fix Cost.....	24
Table 6. Depreciation Calculation	24