

RESEARCH AND DEVELOPMENT FINAL PRODUCT
FIBE ENERGY BAR
(HIGH OF CALCIUM AND PHOSPOR FISH BONE ENERGY BAR)



BY

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PREFACE

Praise and thanks to God Almighty for the process and successful completion of this report. As part of ottimmo diploma III curriculum completion requirement and in order to gain practical knowledge in the field of culinary arts, we are obliged to do a research and development of a new product as our final project. This report include the detail of ingredients, used cooking methods, nutritional content, marketing strategy, as well as product calculation.

Working at this project has helped us to enhance our knowledge regarding new product innovation, development, also costumer attitude habit towards new products. It is an important matter for innovative product to gain acceptance of the masses for its growth.

Last but not least, the writer would like to express our gratitude and respect towards Mr. Zaldy Iskandar and everyone who give us lectures and supervision during the process of making this project. In the process in completing this report, undoubtedly there are still many faults, that is why the writer want to give sincere thanks for the guidance and assistance from various parties. The writer hope the result can be of use in any kind of way.

1. Miss Aprilia Nurcahyaning Rahayu, S.Pd., M.Kes as Advisor who has provide guidance and suggestions until the completion of this report.
2. Miss Fadjar Kurnia Hartati,MP. And Mr. Arya Putra Sundjaja, SS as the examiner on the presentation
3. Miss Irra Chrisyanti Dewi, S.Pd., M.S.M as the Head of the Culinary Arts Studies Program
4. Mr. Zaldy Iskandar, B.Sc. as Director of Ottimmo International MasterGourmet Academy Surabaya
5. Other parties who wish to be referred to.

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APPROVAL
RESEARCH AND DEVELOPMENT FINAL PRODUCT
FISH BONE ENERGY BAR

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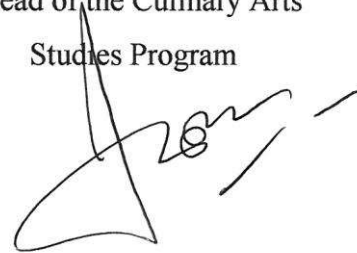
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EXECUTIVE SUMMARY

FIBE energy bar is an energy bar product packed with lots of calcium and fiber from fish bone. It helps people fulfill their essential mineral dietary needs. FIBE contains healthy fiber and minerals, boost energy and will leave you feeling full for longer.

We try to use fish bone to develop a product that can be enjoyed by consumers and to use fish bone as calcium source alternatives. We saw an opportunity of this product as until now fish bone still regarded as waste, not only that but also the increase of people uptake on new product and health concern. We hope that fish bone energy bar will accommodate their needs. We would like to begin to promote my products in a few cafeteria, minimarket, and shopping center with selling price approximately Rp. 10.000,- per pack, our target market is middle class consumer.

FIBE packed with a lot of nutrients. Per serving it has 354.6 kcal energy, 11.6 g protein, 5.42 g fibre, 83.73 mg callsium, 306.24 mg phosphor, 395,71 mg kalium, 9,76 mg zink, and many kind of vitamins.

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