

RESEARCH AND DEVELOPMENT FINAL PROJECT
CARBONATED SOYBEAN JELLY DRINK



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APPROVAL
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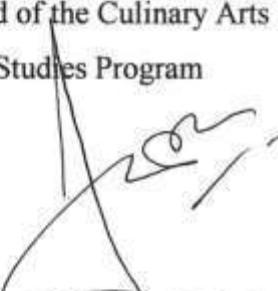
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PREFACE

As a part of diploma curriculum and in order to gain practical knowledge in the field of culinary arts, we are required to make a research and development as final project. In this project we need to create our own brand new product which hasn't been invented yet include the nutrition fact, ingredient details, specific cooking methods, 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 lecturer Mr. Zaldy Iskandar, Ms. Irra Chrisyanti Dewi, And Mrs. Diana for their help in supervise our product and making this report.

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EXECUTIVE SUMMARY

Soybean or Glycine max in latin is a type of legume (Plant that belong to pea family) that originated from china. Cultivation of soybean started 3500 years BC. Soybean is mostly cultivated in temperate areas with hot summers. Increased demand for products made of soybean accelerates deforestation of Amazon rainforests (deforested areas are converted into agricultural lands used for cultivation of soybean). People cultivate soybean as a source of food and oil that has application in numerous industries.

Therefore I find that soybean drink is quite popular so I want to innovate with a simple combination of popular type of drink as such carbonated and jelly drink. So I want to take all the trends in drink into one bottle and therefore the carbonated soybean jelly drink is born.

We also saw a marketing opportunity in local minimarket such as “indomart, alfamart, alfamidi, and etc”. Commonly people always want to try something new and tasty so I develop this normal soybean with adding an soda taste and jelly inside. The selling price is approximately Rp.15,000.00 – per bottle, our target market is all kind of customer