

**RESEARCH AND DEVELOPMENT FINAL PROJECT**

**“BROCCOLI STEMS CREAMY PUFF”**



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**RESEARCH AND DEVELOPMENT NEW PRODUCT  
FINAL REPORT  
CRUFF**

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6. Other parties who wish to be referred to as parents and colleagues, etc

Finally, the Author hopes that this report can be useful for us all.

Surabaya, 06 August 2019

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## PLAGIARISM STATEMENT

I certify that this assignment/report is my own work, based on my personal study and research and that I have acknowledged all material and sources used in its preparation, whether they be books, articles, reports, lecture notes, and any other kind of document, electronic or personal communication. I also certify that this assignment/ report has not previously been submitted for assessment in any other unit, except where specific permission has been granted from all unit coordinators involved, or at any other time in this unit, and that I have not copied in part or whole or otherwise plagiarized the work of other students and /or person.

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(06 August 2019)



(Gabriel Joshua)

## Executive Summary

In this modern era, the pace of economic growth and population is advancing rapidly. Required to do everything quickly and practically. One of them is related to food, and basically humans need food. The limited time and ability to present a menu with standards according to the tongue is not owned by everyone. Therefore they prefer to buy food. If they don't have time to eat the main food, they usually choose to eat snacks. It's rare to find snacks without preservatives and healthy. Especially if someone is on a diet program. Therefore a solution is needed to overcome these obstacles. Delicious, healthy, and without preservatives.

Broccoli Stems Creamy Puff is the solution. This snack has a unique and healthy taste. Made from new, fresh and high quality raw materials. The soes made are different from others. Using raw materials from broccoli flour. Broccoli flour is homemade. Not over-processed and milled in such a way as to maintain the nutrition, taste and color of fresh vegetables. There are benefits of broccoli including fight cancer, type 2 diabetes, suitable for those who are on a diet, anti-inflammatory, antioxidants, detoxification, helps facilitate digestion. And besides having benefits for consumers, it can also help the income of broccoli farmers.

The initial investment needed to start this business is 8 million. The estimated payback period is 1 month. There are prototypes and plastic-packed boxes and with a simple yet attractive design. Sold at a price of 35 thousand / pack. One pack contains 12 seeds. Based on these data, this culinary business has a fairly large long-term process.

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