

CHAPTER 1

INTRODUCTION

1.1 Background

Urban lifestyle has been part of our social generation, millennials, which lead us to a fast moving business life and demand our generation to be punctual with better time management. Not only for workers, even students life need to be improved and be more efficient to maximize their activities. Coffee has become one of required ammunition for people to boost their energy and maintain it through the day along with good nutrition from daily breakfast. For some people, good amount of caffeine boost can help improve work quality and productivity.

To get daily coffee, we can easily find it on minimarkets, traditional stores or even on the coffee shops, quality and price are vary and it makes easier to find the most suitable type of coffee depend of each person's need. But most of the times, people can get very busy and feel difficult to have a cup of coffee on every morning. I believe, Coffee Fedge can be caffeine substitution product to cover on these situations.

Aiming on effectiveness and efficiency, this product could become more practical way to meet daily caffeine need. In the future, this product can develop more, since beverages also develop into many varieties in terms of taste and presentation.

1.2 Objectives

- Provide caffeine intake in a compact form
- To support daily caffeine need with more practical and efficient solution.

1.3 Benefits

- Improves brain function and boost energy
- Good for those who have a lactose Intolerant
- High in calcium and protein