

CONCLUSION & SUGGESTION

6.1 Conclusion

Coffee Fedge will be coffee product that focusing on more effective and efficient way to fulfill people need for caffeine support on their daily activities. This product is not to replace coffee in general, but as an alternative to help people who need fastest way to get caffeine.

To increase people awareness about this product, Coffee Fedge will be launched on market by online and offline store which located on strategic spots with the most people who has big chance on using this product such as school or campus, and office. In the future, this product can be found on every person bag, car or wherever everybody think they feel like it, so they can enjoy it anytime and Coffee Fedge will become the simplest way to enjoying a coffee.

6.2 Suggestion

To enjoy the product for a long time and maintain the quality of the product, I suggest to keep in the freezer before and after opening the package, avoid direct contact from the sun and it's not recommended storing in room temperature more than 15 minutes.