

## **CHAPTER VI: CONCLUSION**

### **6.1. Conclusion**

In conclusion, Chen's Peach Gum Osmanthus Jelly is a healthier and natural option for dessert/snack with great health benefits and nutritious properties. The product itself is not only packed with antioxidants and collagen, it also has an immune boosting property and is low in sugar. Our goal is to be a healthier version of the classic sugary and artificially flavoured jelly products.

With the price of IDR 30.000 per pack, we believe that our product could breach the market well. However, a new found product are usually looked over, as they don't have the market or public image yet. Therefore, we need to actively manage the marketing aspects of our business.

### **6.2. Suggestion**

Today, there are lots of competitors that keep on innovating and improving their products, thus we have to be very aware of our business progress. In business, there are always things such as failure, by this failure we can continue to analyse, research and learn to improve and innovate a more sophisticated and well thought ideas for the future. Any threats, weaknesses and constructive criticism is an advantage to us, as it may act as a learning curfew in the long run. Competitors could act as both threat and opportunity. On case like this, we need to survey the market segment to avoid any factors that could possibly bring down the business.

Over these past few years, the food and beverages industry has blown up. There are lots of well-known food and beverages products that are sold on the market. Many of them offer products in unique and innovative ways. This factor alone, proves that a new found product is hard to be received by consumer, especially those people who are brand minded. Therefore, as a new establish home-based business, we not only have to be aware of our business progress, we also need to continue to improve and innovate our product. Chen's Peach Gum Osmanthus Jelly doesn't have a very complicated production process to go through, thus we need to make sure that every production is always consistent (quality control consistency). There's always room for improvement and innovation. Chen's Peach Gum Osmanthus Jelly could be develop to be a jelly drink. We can also innovate new flavours with different nutritious ingredients in the future.