

## EXECUTIVE SUMMARY

Some people think “vegan” is an abbreviated way to say “vegetarian”. But actually a vegan diet focuses on plant-based food that excludes all animal products. While vegetarians still eat dairy and eggs, vegans avoid foods that involve animals in their processing methods. And nowadays there are many people in Indonesia are starting vegan. But vegan food is rarely available in Indonesia. So due the high demand of vegan food the author decided to open a vegan company.

(V)Choice first product is vegan nuggets. The author chooses to make nuggets because it’s one of many practical foods that people like to eat at home. But many store-bought nuggets are not healthy because they are not 100% chicken meat but it’s also containing blood vessels, fat, and cartilage. So the author decided to make the healthy version of nuggets. The author uses young jackfruit as the main ingredients because it has neutral flavor and a texture that similar to chicken meat. In Indonesia young jackfruit is often used in many dishes such as Gudeg, Megono and many more. Jackfruit has many nutrition value and health benefits. Jackfruit is a good source of potassium which can help reduce blood pressure, jackfruit can also help to counter the effects of free radicals, and jackfruit can also help fight high blood sugar level.

The author will start selling the product through online and retailer shop around Surabaya. When (V)Choice already stabilizing in the production, the author will open a store that will also sell ready to eat food. The author think (V)Choice have a big opportunity in the market, because (V)Choice vegan nuggets are the first vegan nuggets in Indonesia that made from young jackfruit. The author product isn’t only for vegan, it’s also suitable for non vegan consumers because it’s taste like real nuggets but in a healthy way. The author vegan nuggets have through many trials and errors because the author wants to provide the best product to the customers. The author will always develop an innovative products for (V)Choice customer.

Keywords : Vegan, Young Jackfruit