**RESEAR­CH AND DEVELOPMENT FINAL PROJECT**

**MUSHBEAN**

**(Vegetarian Mushroom Soybean Burger Patty)**

Logo, company name

Description automatically generated

Arranged by:

**JOSHUA TATUIL GOSAL**

**( 187410030032 )**

**STUDY PROGRAM OF CULINARY ART**

**OTTIMMO INTERNATIONAL MASTER GOURMET ACADEMY**

**SURABAYA**

**2021**

**APPROVAL 1**

**MUSH BEAN**

**(Vegetarian Mushroom Soybean Burger Patty)**

Research and Development Report by:

**JOSHUA TATUIL GOSAL**

**( 1874130010032 )**

This report is ready to presented :

Advisor,

Date: October 28th, 2021

**(Irra C Dewi, S.Pd., M.S.M)**

**NIP. 1978 1201 1702 028**

**APPROVAL 2**

**MUSH BEAN**

**(Vegetarian Mushroom Soybean Burger Patty)**

Research and development report by:

**JOSHUA TATUIL GOSAL**

**( 1874130010032 )**

This report is already presented and

pass the exam on:

October 28th, 2021

Examiners

**Examiner 1 :** [**Irra Chrisyanti Dewi, S.Pd., M.S.M.**](https://ottimmo.ac.id/employees/mrs-irra-chrisyanti-dewi-s-pd-m-s-m/)

**…………..**

**Examiner 2 :** [**Nurul Azizah Choiriyah, S.TP, M.Sc.**](https://ottimmo.ac.id/employees/nurul-azizah-choiriyah-s-tp-m-sc/)

**..................**

**Examiner 3 :** [**Arya Putra Sunjaya, S.E., BBA**](https://ottimmo.ac.id/employees/chef-arya-sunjaya/)

**..................**

**APPROVAL 3**

**RESEARCH AND DEVELOPMENT PROJECT**

Name : Joshua Tatuil Gosal

Place, Date of Birth : Ujung Pandang, 02 July 1996

N.I.M : 1874130010032

Study Program : D3 Seni Kuliner

T I T LE : Mush Bean (Vegetarian Mushroom Soybean Burger Patty)

**This paper is approved by:**

Head of Culinary Arts Study Program, Advisor,

Date: October 28th, 2021 Date: October 28th, 2021

([Hilda T. Iskandar SE, Ak, CA, MM](https://ottimmo.ac.id/employees/hilda-tjahjani-iskandar-se-ak-ca-mm/)) (Irra C Dewi, S.Pd., M.S.M)

NIP. 196910292002072 NIP. 19781201 1702 028

Director of

OTTIMMO International Master Gourmet Academy

Date : October 28th, 2021

(Zaldy Iskandar, B.Sc)

NIP. 19731025 1201 001

**PLAGIARISM STATEMENT**

I certify that this assignment/report is my own work, based on my personal study and/or research and that I have acknowledged all material and source sused in its preparation, whether they’re 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 forassessment 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 plagiarised the work of other students and/or persons.

On this statement, I am ready to bear the risk/ any sanctions imposed to me in accordance with applicable regulations, if in the futture there is a breach of scientific ethics, or you have claim against the authenticity of of my work

Surabaya, October 28th, 2021

Joshua Tatuil Gosal

**PREFACE**

First of all, the author would like to thank God Almighty, for His blessings & guidance to complete this Final Project RnD entiled "Mush Bean" Report to fulfill one of the requirements in completing D3 education at the Culinary and Pastry Art Program of OTTIMMO International Master Gourmet Academy.  
 The author has traveled a long journey in the context of completing the writing of this Final Project. Therefore, with full humility, on this occasion, the author should thanks:

1. To Zaldy Iskandar as a Chef. Thank you given me permission to conduct experiments in developing author products.
2. To Irra C. Dewi as supervisor lecture. Which gives the author the marketing knowledge of the writer in completing the research.
3. To my parents who always gave love and support to the author
4. To [Hilda Tjahjani Iskandar](https://ottimmo.ac.id/employees/hilda-tjahjani-iskandar-se-ak-ca-mm/) as Advisor. Thank you for all the guidance, teachings, and new sciences that the author got from during the preparation of this final project.
5. To all chefs and teaching lecturers of OTTIMMO International Surabaya. Thank you for allowing the author to do research and help the author during my research.

The author recognizes that this report is out of the expectations due to lack of capacity & knowledge, therefore the author is willing to accept all critism and suggestons from all parties. In conclusion, the author hopes that this report is useful for the author as well as the readers.

Surabaya, October 28th, 2021

Joshua Tatuil Gosal

**TABLE OF CONTENT**

**APPROVAL ..…....................................................................................... 2**

**PREFACE ................................................................................................ 6**

**TABLE OF CONTENT......................….................................................. 7**

**EXECUTIVE SUMMARY................….................................................. 9**

**LIST OF PICTURES …...........…................................................. 10**

**LIST OF TABLE …............…................................................................. 12**

**CHAPTER I INTRODUCTION …......................................................... 13**

* 1. Background Study ............................................................................. 13
  2. The Objectives Study.......................................................................... 15
  3. The Benefits Study……….................................................................. 15

**CHAPTER II INGREDIENTS AND UTENSILS OVERVIEW …... 16**

1. Description of the Material to be Used.............................................. 16
2. The Tools Used During the Processing.............................................. 17

**CHAPTER III NEW PRODUCT PROCESSING SEQUENCE ….... 20**

1. The Processing Product by Using Picture.......................................... 20
2. Complete Recipe Attached................................................................. 25

**CHAPTER IV NEW PRODUCT OVERVIEW .................................. 27**

1. The Nutrition (Ingredients)................................................................ 27
2. The Nutrition (Product)...................................................................... 28

**CHAPTER V BUSINESS PLAN …................................................... 30**

1. General Description .......................................................................... 30
2. Identification of Investment Opportunities ....................................... 31
3. Stake Holder ………………………………………………………. 32
4. SWOT Analysis ............................................................................... 33
5. Marketing Aspect ............................................................................. 34
6. Finacial Aspect ................................................................................. 35
7. Technical Aspect .............................................................................. 40
8. Legal Aspect ...................................................................................... 41

**CHAPTER VI CONCLUSION ............................................................ 45**

1. Conclusion ...................................................................................... 45
2. Suggestion ...................................................................................... 45

**BILIOGRAPHY ................................................................................... 46**

**APPENDIX….......................................................................................... 47**

**EXECUTIVE SUMMARY**

Nowadays, there are a lot of variety of food. Some are good for human body and some are not. Healthy food is a necessary in the food consumption, and there are not many healthy foods that taste good. And especially in tropical country like Indonesia where average people doesn’t really eat healthy and exercise daily.

By looking at this opportunity, the author took the initiative to make healthy food that has delicious taste with many benefits. Because healthy food is known by its bad taste. However, the author have a new innovation by replacing meat burger patty with mushroom and soybean cake in the contents of our burger patty products” MushBean”.

Keywords: MushBean, Research and Development

**LIST OF PICTURES**

Picture 1. Ingredients of MushBean ……………………………………… 16

Picture 2. Stove and Pan …………………………………………………. 17

Picture 3. Pestel & Mortar ………………………………………………… 17

Picture 4. Pot and Ring Cutter ……………………………………………. 18

Picture 5. Knife, Cutting Board, Bowl, and Spoon ………………………. 18

Picture 6. Scales …………………………………………………………… 18

Picture 7. Refrigerator ……………………………………………………. 18

Picture 8. Plastic Container and Aluminum Foil …………………………. 19

Picture 9. Sticker Label …………………………………………………… 19

Picture 10. Cook Tempeh in boiling water ………………………………... 20

Picture 11. Cook Oyster mushroom in boiling water ……………………... 20

Picture 12. Crushed soybean cake and chopped mushroom ………………. 21

Picture 13. Soybean cake, Mushroom, Garlic, and Onion in a bowl ……… 21

Picture 14. Mixed Powder Seasoning ……………………………………... 21

Picture 15. Mixed Patty Dough …………………………………………… 22

Picture 16. Refrigerator …………………………………………………… 22

Picture 17. Patty Dough inside Ring Cutter ……………………………… 22

Picture 18. Cooking patty dough ………………………………………… 23

Picture 19. Aluminum Foil inside Plastic Container …………………… 23

Picture 20. Mushbean inside the Packaging …………………………… 23

Picture 21. Packed Mushbean …………………………………………… 24

Picture 22. Nutrition Facts Label ………………………………………… 29

Picture 23. Break-Even Point Formula ………………………………… 38

Picture 24. Return Of Investment Formula ……………………………… 38

Picture 25. Benefit Cost Ratio Formula ………………………………… 39

Picture 26. Return Cost Ratio Formula ………………………………… 39

Picture 27. Design Packaging …………………………………………… 47

Picture 28. Design Packaging …………………………………………… 47

Picture 29. Logo Picture …………………………………………….… … 50

Picture 30. Product before Packaging …………………………………… 50

Picture 31. Product before Packaging …………………………………… 51

Picture 32. Product after Packaging ……………………………………… 51

Picture 33. Company Profile Cover ............................................................ 52

Picture 34. Company Profile Unique Selling ............................................. 52

Picture 35. Company Profile Business Identity ......................................... 53

Picture 36. Comapny Profile Various Product ........................................... 53

Picture 37. Company Profile Closing ......................................................... 54

**LIST OF TABLES**

Table 1. Ingredients Nutrition ................................................................ 28

Table 2. Consumer Characteristic .......................................................... 34

Table 3. People Segmentation................................................................. 34

Table 4. Variable Cost............................................................................. 35

Table 5. Fixed Cost.................................................................................. 36

Table 6. Overhead Cost........................................................................... 37

Table 7. Total Cost.................................................................................. 37