

EXECUTIVE SUMMARY

Cor Badek Pudding is a pudding that combines wedhang cor and badek (glutinous water). I use this product because most Indonesians like wedhang drinks, and also wedhang cast is a beverage product from Jember. That's why I want to package the cast wedhang into a pudding and mix it with badek (glutinous water), as we know glutinous water is usually not used or underestimated. With the addition of badek (glutinous water) this will make the cold pudding feel warm just like we consume real wedhang.

I want the name of wedhang cast to be known to people, and with this Pudding Cor Badek product people will recognize it in a more modern form and in an attractive packaging. This Cor Badek Pudding will be packaged in a plastic bowl. Each bowl will be filled with 250gr at a price of IDR 47,000. In the future, this product will be available in nearby cafes, in order to fill the stomach at night.