

## EXECUTIVE SUMMARY

Sambal terasi bedai is a sambal that we combine with special ingredients from West Borneo which is fermented cempedak skin. I come up with this idea looking at how most of Indonesian loves sambal so much and I also want to make fermented cempedak skin becomes more popular. When you eat this sambal, you will find the fruity aroma, fresh from strawberry, spicy and savoury taste from the sambal.

Sambal terasi bedai will be pack in a plastic bottle. Every bottle will contain 250gram of the product and will be sold at IDR65.000. Later, we will develop this sambal into many variation and this sambal can be find at gift stores, supermarkets, restaurants, or can be order through our website and social media.

**Key word:** sambal terasi bedai, fermented cempedak skin, strawberry