

# APPENDIX

## Appendix 1. PACKAGING DESIGN

### LABEL



Picture 22. Label (Front)



Picture 23. Label (Back)

### MOODBOARD



Picture 24. Moodboard

## Appendix 2. SUPPLIER LIST

- Bulung Boni

The *bulung boni* is from Anyar Sari Batu Kandik Traditional Market at Jalan Gunung Galunggung, Ubung Kaja, Denpasar Barat, Padangsambian Kaja, Kec. Denpasar Barat, Kota Denpasar, Bali 80117, Indonesia.

- Coconut Water The coconut water is from Anyar Sari Batu Kandik Traditional Market, located at Jalan Gunung Galunggung, Ubung Kaja, Denpasar Barat, Padangsambian Kaja, Kec. Denpasar Barat, Kota Denpasar, Bali 80117, Indonesia.

- Lime

The lime is from Anyar Sari Batu Kandik Traditional Market at Jalan Gunung Galunggung, Ubung Kaja, Denpasar Barat, Padangsambian Kaja, Kec. Denpasar Barat, Kota Denpasar, Bali 80117, Indonesia.

- Minced Fish

The minced fish is from Tiara Gatzu, located at Jalan Gatot Subroto Barat No.567, Kerobokan Kaja, Kec. Kuta Utara, Kabupaten Badung, Bali 80361, Indonesia.

- Tapioca Starch

The tapioca starch is from Tiara Gatzu, located at Jalan Gatot Subroto Barat No.567, Kerobokan Kaja, Kec. Kuta Utara, Kabupaten Badung, Bali Indonesia 80361, Indonesia.

- Salt

The salt is from Tiara Gatzu, located at Jalan Gatot Subroto Barat No.567, Kerobokan Kaja, Kec. Kuta Utara, Kabupaten Badung, Bali 8036, Indonesia.

- Garlic

The garlic is from Anyar Sari Batu Kandik Traditional Market, located at Jalan Gunung Galunggung, Ubung Kaja, Denpasar Barat, Padangsambian Kaja, Kec. Denpasar Barat, Kota Denpasar, Bali. 80117, Indonesia.

- Ground Pepper

The ground pepper is from Tiara Gatzu, located at Jalan Gatot Subroto Barat No.567, Kerobokan Kaja, Kec. Kuta Utara, Kabupaten Badung, Bali 8036, Indonesia.

- Cooking oil

The cooking oil is from Tiara Gatzu, located at Jalan Gatot Subroto Barat No.567, Kerobokan Kaja, Kec. Kuta Utara, Kabupaten Badung, Bali 8036, Indonesia.

- Scallion

The scallion is from Anyar Sari Batu Kandik Traditional Market at Jalan Gunung Galunggung, Ubung Kaja, Denpasar Barat, Padangsambian Kaja, Kec. Denpasar Barat, Kota Denpasar, Bali 80117, Indonesia.

- Rice Noodle

The rice noodle is from Tiara Gatzu, located at Jalan Gatot Subroto Barat No.567, Kerobokan Kaja, Kec. Kuta Utara, Kabupaten Badung, Bali 8036, Indonesia.

- Celery Leaves

The celery leaves are from Anyar Sari Batu Kandik Traditional Market at Jalan Gunung Galunggung, Ubung Kaja, Denpasar Barat, Padangsambian Kaja, Kec. Denpasar Barat, Kota Denpasar, Bali 80117, Indonesia.

- Fried Onion

The fried onion is from Tiara Gatzu, located at Jalan Gatot Subroto Barat No.567, Kerobokan Kaja, Kec. Kuta Utara, Kabupaten Badung, Bali 8036, Indonesia.

- Sticker Label  
The sticker label is from Eka Printing, located at Jalan Gunung Rinjani No.7, Tegal Harum, Kec. Denpasar Barat, Kota Denpasar, Bali 80112, Indonesia.
- Packaging  
All the packaging is from CV. Fenny Toko Bahan Kue, located at Kartini No.83, Dauh Puri Kaja, Kec. Denpasar Utara, Kota Denpasar, Bali 80231, Indonesia.

### Appendix 3. PRODUCT LOGO

- Logo



Picture 25. Logo

- Unpacked Product



Picture 26. Unpacked Product

- Packed Product



Picture 27. Packed Product

## COMPANY PROFILE



Picture 28. Company Profile



Picture 29. Company Profile

## The Idea of the Product

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The idea I combine fish meatball with *bulung boni* from Bali is because I want to introduce to Indonesian people from other islands our unique main ingredient that maybe not very well known by them.



Picture 30. Company Profile

## MAIN INGREDIENTS ARE WASTED

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I decided to make *bulung boni* meatball as my product is because this type of seaweed has rarely use as the main ingredients for a dish, so there are so many *bulung boni* that left out.



Picture 31. Company Profile



Picture 32. Company Profile



Picture 33. Company Profile





Picture 34. Company Profile



Picture 35. Company Profile



**Marketing Strategy**

Besides packaging, we will do our marketing through website, Facebook, and Instagram which one of the biggest platforms and market place where a Food & Beverage business can thrive through social media. We want to distribute our product to frozen food company, join in bazaars, open a small booth in few places, and we also considering to do an endorsement to few public figures and food bloggers

Picture 36. Company Profile



**FOUNDER**

Have a passion in food and beverage industry since she was teenager. After finishing her high school, now she studies as a culinary arts student at Ottimmo International.

She enthusiast develop this product. With her passion and support from her family background which most of them are pescatarian.

Picture 37. Company Profile



Akademi Kuliner & Pastry  
**OTTIMO**  
 RESEARCH AND DEVELOPMENT  
 INTERNATIONAL

**CONSULTATION FORM**  
**RESEARCH AND DEVELOPMENT**  
**FINAL PROJECT**

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No	Date	Topic Consultation	Name/ Signature
1	17/ 11-21	Revised Recipe	
2	18/ 11-21	Nutrition fact	
3	20/ 11-21	Exam's rules and regulation.	
4	30/ 11-21	Company Profile	
5	15/ 10-21	Nutrition fact	
6	22/ 11-21	R&D Approval	

No	Date	Topic Consultation	Name/ Signature
7	25/ 10-21	R&D Approval	
8	8/ 10-21	Nutrition Fact	
9	9/ 10-21	Nutrition Fact	
10	19/ 10-21	Nutrition Fact	