

TABLE OF CONTENT

HARD COVER	
TITLE PAGE	
APPROVAL 1	i
APPROVAL 2	ii
PLAGIARISM STATEMENT	iii
PREFACE	iv
TABLE OF CONTENT	v
LIST OF TABLES	vii
LIST OF FIGURES	viii
EXECUTIVE SUMMARY	ix
CHAPTER 1 INTRODUCTION	1
1.1 Background of The Study	1
1.2 The Objectives of The Study	3
1.3 The Benefits of The Study	3
CHAPTER 2 INGREDIENTS AND UTENSILS OVERVIEW ...	4
2.1 Description of The Material to be Used.....	4
2.2 The Tools Used During the Processing	6
CHAPTER 3 NEW PRODUCT PROCESSING SEQUENCE	8
3.1 The Processing Product Using Picture	8
3.2 Complete Recipe Attached	12
CHAPTER 4 NEW PRODUCT OVERVIEW	17
4.1 The Facts of Nutrition	17
CHAPTER 5 BUSINESS PLAN	20
5.1 General Description of Company	20
5.2 Identification of Investment Opportunities	20
5.3 Stakeholder	21
5.4 SWOT Analysis.....	22
5.5 Marketing Aspect	23
5.5.1 Customer Characteristic.....	23
5.5.2 Market Segmentation	24
5.5.3 Marketing Strategies	25
5.6 Financial Aspect	25
5.6.1 Variable Cost	25
5.6.2 Start Up Cost.....	26
5.6.3 Overhead Cost.....	27
5.6.4 Fixed Cost	27
5.6.5 Cost of Production	27
5.6.6 Break Even Point	28
5.7 Technical Aspect	28
5.8 Legal Aspect.....	29
CHAPTER 6 CONCLUSION	31
6.1 Conclusion.....	31
6.2 Suggestion	31

BIBLIOGRAPHY	32
APPENDIX.....	34
Appendix 1. Packaging Desain	34
Appendix 2. Supplier List	35
Appendix 3. Product Logo	37
COMPANY PROFILE	39

LIST OF TABLES

Table 1. Nutrition Facts Table.....	16
Table 2. Variable Cost.....	23
Table 3. Start Up Cost	24
Table 4. Overhead Cost	25
Table 5. Fixed Cost.....	25
Table 6. Cost of Production	25

LIST OF FIGURES

Picture 1. The Materials to be Used for the Meatball	4
Picture 2. The Materials to be Used for the Soup Paste	4
Picture 3. The Materials to be Used as the Condiments	4
Picture 4. The Tools to be Used for the Meatball	6
Picture 5. The Tools to be Used for the Soup Paste	6
Picture 6. The Tools to be Used during the Processing	6
Picture 7. Rinse the <i>Bulung Boni</i>	8
Picture 8. Soaking the <i>Bulung Boni</i>	8
Picture 9. Put the Ingredients into a Chopper	9
Picture 10. Blend the Ingredients.....	9
Picture 11. Boil some Water	9
Picture 12. Meatballs Shaping	9
Picture 13. Meatballs Floats or Cooked.....	9
Picture 14. Strain the Meatball	10
Picture 15. Blend the Garlic.....	10
Picture 16. Chop the Scallion	10
Picture 17. Sauté the Garlic	10
Picture 18. Mix all the Ingredients	10
Picture 19. The Meatball and Soup Paste	11
Picture 20. Approve Recipe	12
Picture 21. Nutrition Facts	17
Picture 22. Label (Front).....	33
Picture 23. Label (Back).....	33
Picture 24. Mood board	33
Picture 25. Logo.....	36
Picture 26. Unpacked Product	36
Picture 27. Packed Product	36
Picture 28. Company Profile.....	39
Picture 29. Company Profile.....	39
Picture 30. Company Profile.....	40
Picture 31. Company Profile.....	40
Picture 32. Company Profile	41
Picture 33. Company Profile.....	41
Picture 34. Company Profile.....	42
Picture 35. Company Profile	42
Picture 36. Company Profile.....	43
Picture 37. Company Profile.....	43