

EXECUTIVE SUMMARY

Browley is a brownie that uses barley flour as the main ingredient. In general, brownies contain a lot of gluten and sugar in one whole cake, that's why I modified the brownies to be healthier and safer for the elderly and diabetics. I chose Barley Flour as the main ingredient because barley flour has more nutrients than wheat flour. If we compare barley flour and all-purpose flour, barley flour has 2 times more protein, 12 times more fibre and 1/3 times more carbohydrates. Barley flour has more texture and flavour than other flours.

Browley will be packaged in packs and each pack containing 650gr of product will be sold at price of IDR 80,000. We will open a stand and sell it in supermarkets and e-commerce for easy access.