

EXECUTIVE SUMMARY

Consumption of grasshopper as a snack is popular among people in Mexico, other parts of Central America, and Southeast Asia. In most country, grasshopper is either fried crispy or grilled and eaten as a whole. INAGOTEN comes in as an innovative substitution product of Furikake with grasshopper as the main ingredient. It gives the savory and crunchy texture to the Furikake. Grasshopper itself has nutritional values and healthy benefits; Magnesium, vitamin A, B, C, high protein content, calcium, zinc, and fibers. We try to take the opportunity and become a pioneer and be ready to join and compete with the market.

INAGOTEN is our brand name for Grasshopper Furikake. INAGOTEN is produced in a seasoning powder bottle of 50 gram with the selling price Rp.41.000. Our target markets are adults with the age range of 20-50 years old, childrens, people who is busy and got no time to cook, people who loves to try exotic foods, and people who is looking for protein substitution with lower price and give the same effect in food.