

REASEARCH AND DEVELOPMENT FINAL PROJECT

E ‘SANO

**(Gluten-Free Bitter Bean Taco with Mushroom Nacho and Indonesian Style
Chilli Sauce with Bitter Bean Peel)**



OTTIMMO

By

Madeline Audreyana

1974130010067

STUDY OF CULINARY ART

**OTTIMMO INTERNATIONAL MASTERCHEF
ACADEMY**

SURABAYA

2021

APPROVAL 1

CULINARY IN NOVATION AND NEW PRODUCT DEVELOPMENT PROJECT

Name : Madeline Audreyana

Place, Date of Birth : Surabaya , 18 August

2000 NIM 1974130010067

Study Program : D3 Seni Kuliner

TITLE : E 'Sano (Gluten-Free Bitter Bean Taco with
Mushroom Nacho and Indonesian Style Chilli Sauce
with Bitter Bean Peel)

This paper is approved by :

Head of Culinary Arts Study Program, Advisor,

Date : 17 December 2021

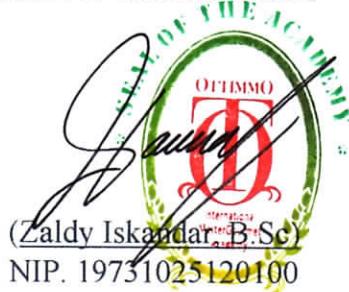
Date : 17 December 2021

(Hilda Tjahjani Iskandar, S.E., Ak., C.A., M.M)
NIP. 197812011702028

(Gilbert Yanuar. H, A.Md.Par)
NIP. 199001011701041

Director of
Akademi Kuliner dan Patiseri OTTIMMO International

Date : 17 December 2021



APPROVAL 2

E 'SANO

**(Gluten-Free Bitter Bean Taco with Mushroom Nacho and
Indonesian Style Chilli Sauce with Bitter Bean Peel)**

Culinary Innovation and Product Development report by :

MADELIN AUDREYANA

1974130010067

This report is already
presented and pass the
exam on :

16 December 2021

Examiners:

Examiner 1 : Gilbert Yanuar Hadiwirawan, A.Md.Par.



Examiner 2 : Anugerah Dany Priyanto, S.TP.,M.P,M.Sc.

Examiner 3 : Nurul Azizah Choiriyah, S.TP.,M.Sc.

APPROVAL 3

CULINARY INNOVATION AND NEW PRODUCT DEVELOPMENT PROJECT

Name : Madeline Audreyana

Place, Date of Birth : Surabaya , 18 August

2000 NIM 1974130010067

Study Program : D3 Seni Kuliner

TITLE : E 'Sano (Gluten-Free Bitter Bean Taco with
Mushroom Nacho and Indonesian Style Chilli Sauce
with Bitter Bean Peel)

This paper is approved by :

Head of Culinary Arts Study Program, Advisor,

Date : 17 December 2021

Date : 17 December 2021

(Hilda Tjahjani Iskandar, S.E., Ak., C.A., M.M) (Gilbert Yanuar. H, A.Md.Par)
NIP. 197812011702028 NIP. 199001011701041

Director of

Akademi Kuliner dan Patiseri OTTIMMO International

Date : 17 December 2021

(Zaldy Iskandar, B.Sc)
NIP. 197310251201001

PLAGIARISM STATEMENT

I certify that this assignment/report is my own work, based on my personal study and/or research and that I have acknowledge all material and sources used in its preparation, whether they be books, articles, reports, lecture notes, and any other kind of document, electronic or personal communication. I also certify that this assignment/report has not previously been submitted for assessment in any other unit, expect where specific permission has been granted from all unit coordinators involved, or at any other time in this unit, and that I have not copied in part or whole or otherwise plagiarized the work of other students and/or persons.

On this statement, I am ready to bear the risky/any sanctions imposed to me in accordance with applicable regulations, if in the future there is a breach of scientific ethics, or you have a claim against the authenticity of my work.

Surabaya, November 29th, 2021



Madeline Audreyana

PREFACE

With all the praise and thanks to God the Almighty, who has given His blessings and spiritual guidance in order for me to complete this Research and Development. The main purpose for this report is to help each student in Ottimmo to be creative and innovative as we have to create a whole new product that never been in Indonesia. The reasons why I come up with the idea of making Healthy Taco E 'Sano is because I want to create a delicious dish combined with Bitter Bean that high in nutrients and have many health benefits.

During this process of completing this report, I received so much guidance and support. By this, I would like to express my gratitude to the names below:

1. My parents who have supported and provided me to achieve good education and as a family role to help me in personally.
2. Chef Gilbert Yanuar Hadiwirawan as my RnD mentor who have helped me in so many things in order for me to understand the guideline for making this report.
3. Ms. Irra Chrisyanti Dewi as the Head of Study Program at Ottimmo International.
4. Mr. Zaldy Iskandar as the head Director of Ottimmo International.
5. My dearest friends, Ms. Gabriella Felicia Irawan and Ms. Villani Sharon who help me by a lot of motivation and suggestions.

Surabaya, November 29th, 2021.



Madeline Audreyana

TABLE OF CONTENT

HARD COVER	0
REASEARCH AND DEVELOPMENT FINAL PROJECT	0
APPROVAL 1	i
APPROVAL 2	ii
APPROVAL 3	iii
PLAGIARISM STATEMENT	iv
PREFACE.....	v
TABLE OF CONTENT.....	vi
LIST OF TABLES	viii
LIST OF PICTURES.....	ix
EXECUTIVE SUMMARY	xii
CHAPTER 1 INTRODUCTION	1
1.1 BACKGROUND OF THE STUDY	1
1.2 THE OBJECTIVE OF THE STUDY	2
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.....	7
CHAPTER 3 NEW PRODUCT PROCESSING SEQUENCE.....	12
3.1 THE PROCESSING PROD	12
3.2 THE PROCESSING PRODUCT USING FLOWCHART.....	22
3.3 COMPLETE RECIPE ATTACHED	24
CHAPTER 4 NEW PRODUCT OVERVIEW	29
4.1 PRODUCT DESCRITION	29
4.2 THE FACTS OF NUTRITION	29
CHAPTER 5 BUSINESS PLAN.....	32
5.1 GENERAL DESCRIPTION OF COMPANY	32

5.2	IDENTIFICATION OF INVESTMENT OPPORTUNITIES	32
5.3	STAKEHOLDER	33
5.4	SWOT ANALYSIS.....	34
5.5	MARKETING ASPECT.....	35
5.5.1	Customer Characteristic	35
5.5.2	Market Segmentation	36
5.5.3	Marketing Strategies	36
5.6	FINANCIAL ASPECT.....	37
5.6.1	Variable Cost.....	37
5.6.2	Start Up Capital.....	38
5.6.3	Fixed Cost	38
5.6.4	Overhead Cost.....	38
5.6.5	Cost of Production.....	39
5.6.6	Break Even Point (BEP).....	39
5.7	TECHNICAL ASPECT	40
5.8	LEGAL ASPECT	40
CHAPTER 6 CONCLUSION.....		42
6.1	CONCLUSION	42
6.2	SUGGESTION.....	42
BIBLIOGRAPHY		43
APPENDIX		45
Appendix 1. PACKAGING DESAIN		45
Appendix 2. SUPPLIER LIST		45
Appendix 3. PRODUCT LOGO		48

LIST OF TABLES

Table 1. Variable Cost	37
Table 2. Start Up Capital	38
Table 3. Fixed Cost.....	38
Table 4. Overhead Coast.....	38
Table 5. Cost of Production	39

LIST OF PICTURES

Picture 1. The Material to be Used (gluten-free taco shell).....	4
Picture 2. The Material to be Used (mushroom nacho).....	5
Picture 3. The Material to be Used (chili sauce with petai peel)	6
Picture 4. The Tools Used During The Processing (gluten-free taco).....	7
Picture 5. The Tools Used During The Processing (mushroom nacho)	9
Picture 6. The Tools Used During The Processing (chili sauce with petai peel).....	10
Picture 7. Peel and clean petai	12
Picture 8. Sliced petai	12
Picture 9. Dry petai in food dehydrator	12
Picture 10. Dry petai	13
Picture 11. Blander dry petai	13
Picture 12. Taco dry ingredient.....	13
Picture 13. Boiling water	14
Picture 14. Put in liquit ingredient.....	14
Picture 15. Mixed dough.....	14
Picture 16. Small dough.....	15
Picture 17. thin dough	15
Picture 18. Cooked dough.....	15
Picture 19. Round taco.....	16
Picture 20. Oven taco.....	16
Picture 21. Gluten-free taco shell.....	16
Picture 22. Cutting onion	16
Picture 23. Cutting mushroom	17
Picture 24. Sautee onion and mushroom.....	17
Picture 25. Put in canned kidney bean	17
Picture 26. Put in paprika powder and tomato paste.....	18
Picture 27. Put in coriander leaves.....	18
Picture 28. Mushroom nacho	18
Picture 30. Wash and cutting peel petai.....	19
Picture 31. Scubbing the petai peel.....	19

Picture 32. Frying petai peel	19
Picture 33. Drain petai peel.....	20
Picture 34. Cutting ingredient	20
Picture 35. Blander ingredients.....	20
Picture 36. Cooking chili sauce with petai peel.....	21
Picture 37. Chili sauce with petai peel.....	21
Picture 38. E ‘SANO tacos	21
Picture 39. Completed Recipe.....	24
Picture 40. Completed Recipe.....	25
Picture 41. Completed Recipe.....	26
Picture 42. Nutrition Fact.....	29
Picture 43. Label	45
Picture 44. Logo.....	48
Picture 45. Unpacked Product.....	48
Picture 46. Packed Product	48

EXECUTIVE SUMMARY

E ‘Sano Taco is a taco that mixed with special ingredients from Indonesia is Petai. I came up with this idea seeing how most Indonesian people like Petai but there also those who don’t like it but there is a curiosity to try it just by looking at the shape of Petai they don’t dare to try. By processing it into form of tacos and chili sauce the one that love Petai can have another way to enjoy it then for those who hate it, will have another perspective of Petai instead of its original form. I also want to make petai become more popular. When you eat these tacos, you will find the aroma of petai which comes from the taco shell and the spicy and savory taste of the chili sauce combined with Petai Peel.

This product is a food product that is classified as a very healthy dish where this taco has a low calories count, and also has many health benefits. E ‘SANO tacos is made from fresh and high quality ingredients, so there is no doubt about the good benefits of this product.

E ‘Sano Taco will be packaged in a special taco packaging. In one packaging will contain 1 pieces tacos product will be sold at a price of Rp 43,000. Later we will develop this gluten-free tacos come in many variations and these tacos can be ordered through our social media.