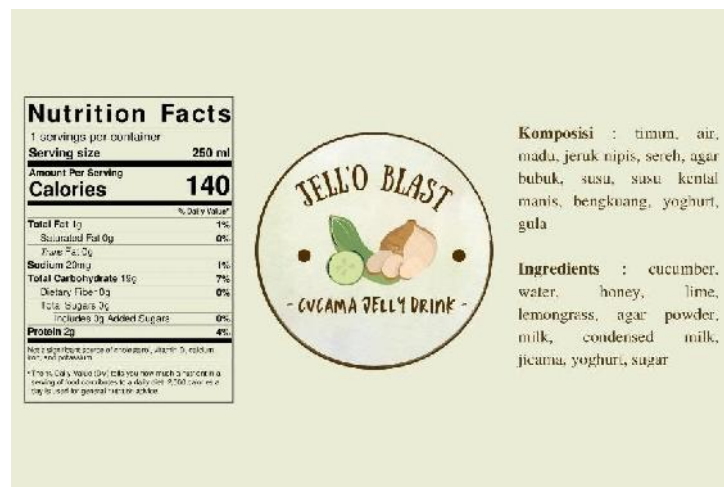


APPENDIX

Appendix 1. PACKAGING DESIGN



Picture 18. Packaging Design

Appendix 2. SUPPLIER LIST

- Cucumber
The cucumber is from Levi Sayur located at Jl. Taman Puspa Raya, Made, Kec. Sambikerep, Kota SBY, Jawa Timur, 60217.
- Water
The water is from ToBaKu located at Jl. Raya Dukuh Kupang No. 57A, Pakis, Kec. Sawahan, Kota Surabaya, Jawa Timur, 60225, Indonesia
- Honey
The honey is from ToBaKu located at Jl. Raya Dukuh Kupang No. 57A, Pakis, Kec. Sawahan, Kota Surabaya, Jawa Timur, 60225, Indonesia
- Lime

The lime is from Levi Sayur located at Jl. Taman Puspa Raya, Made, Kec. Sambikerep, Kota SBY, Jawa Timur, 60217.

- Lemongrass

The lemongrass is from Levi Sayur located at Jl. Taman Puspa Raya, Made, Kec. Sambikerep, Kota SBY, Jawa Timur, 60217.

- Agar powder

Agar powder is from ToBaKu located at Jl. Raya Dukuh Kupang No. 57A, Pakis, Kec. Sawahan, Kota Surabaya, Jawa Timur, 60225, Indonesia

- Jicama

The jicama is from Levi Sayur located at Jl. Taman Puspa Raya, Made, Kec. Sambikerep, Kota SBY, Jawa Timur, 60217.

- Yoghurt

Yoghurt is from ToBaKu located at Jl. Raya Dukuh Kupang No. 57A, Pakis, Kec. Sawahan, Kota Surabaya, Jawa Timur, 60225, Indonesia

- Milk

The milk is from ToBaKu located at Jl. Raya Dukuh Kupang No. 57A, Pakis, Kec. Sawahan, Kota Surabaya, Jawa Timur, 60225, Indonesia

- Condensed milk

The condensed milk is from ToBaKu located at Jl. Raya Dukuh Kupang No. 57A, Pakis, Kec. Sawahan, Kota Surabaya, Jawa Timur, 60225, Indonesia

- Sugar

The sugar is from ToBaKu located at Jl. Raya Dukuh Kupang No. 57A, Pakis, Kec. Sawahan, Kota Surabaya, Jawa Timur, 60225, Indonesia

- Packaging

The packaging is from Pick N Pack located at G-Walk Shop House W1-1 Citraland

- Sticker

The sticker was printed in Maestro Copy Center and Digital Printing located at Jl. Raya Tidar, Karangbesuki, Kec. Sukun, Kota Malang, Jawa Timur, 65146

Appendix 3. LOGO

- Logo



Picture 19. Logo

- Unpacked product





Picture 20. Unpacked Product


- Packed Product











Picture 21. Packed Product







Appendix 4. CONSULTATION FORM


 Akademi Kuliner & Pastry
OTTIMMO
 INTERNASIONAL
RESEARCH AND DEVELOPMENT

CONSULTATION FORM
RESEARCH AND DEVELOPMENT
FINAL PROJECT

Name : Fidela Emily Bertha
Student Number : 1979130010001
Advisor : Irya Christyanti Dewi, S.Pd., M.Si

No	Date	Topic Consultation	Name/Signature
1.	18/11	Perhitungan nutrition facts	
2.	19/11	Penulisan nutrition facts	
3.	18/11	Penulisan laporan tentang proses pembuatan produk	
4.	19/11	Packaging sebelum jadi	
5.	20/11	Penulisan company profile	
6.	24/11	Perhitungan BEP	

No	Date	Topic Consultation	Name/Signature
7.	24/11	Penulisan variable cost	
8.	25/11	Pembuatan pudding	
9.	25/11	Packaging setelah jadi & label	
10.	25/11	kandungan dalam timun bila mengalami pemasakan	
11.	26/11	Produk consultation	
12.	26/11	Recipe consultation	

Picture 22. Consultation Form

Appendix 5. COMPANY PROFILE



BUSINESS PRESENTATION

@JELL'OBLAST.ID →

About Us



CV Lancar Jaya is a culinary business startup established in November 2021 that aims to sell healthy beverages. The target market is all consumers who like to consume sweet drinks but are afraid of the sugar content in drinks



Vision & Mission



Vision

Able to compete with another competitors who sell
→ healthy food and drinks and also alter people's
overview that healthy drink can also be delicious

Mission

Creating new variants of product using local
ingredients from Indonesia that people may rarely know ←
about

Services

We want to give our best to our customers, so we start with choosing the best ingredients before we proceed them into a finished product

We always apply protocol such as using haircap, hand gloves, and mask to prevent contamination



SWOT ANALYSIS

STRENGTH

- a) We are the first brand that made jelly drink using cucumber and jicama
- b) We use the same recipe to keep the taste the same

WEAKNESS

- a) Maybe not everyone likes cucumber and jicama that are processed into drinks
- b) People maybe already have a preferred brand or prefer to make their own

OPPORTUNITIES

- a) Many Indonesian people consume cucumber and jicama
- b) The materials are easy to get
- c) Can be marketed by collaborating with restaurants or supermarkets

THREATS

- a) Products can be imitated by people or competitor
- b) There are already many brands selling healthy food/beverage products



Product Overview

We change the form of regular infused water into jelly drink. We used local ingredients and change them into something that never existed before. We also used pudding yoghurt as the topping of the cucumber jelly drink.



Marketing Strategy





Packaging is an important factor when we sell food/beverages to attract consumers. So we design the packaging as attractive as possible by including the composition, nutritional value, and how to consume it.

In addition, we also promote using social media because nowadays social media is very influential and definitely the majority of people have social media, making it easier to reach consumers



Picture 23. Company Profile