

TABLE OF CONTENT

APPROVAL 1.....	i
APPROVAL 2.....	ii
PLAGIARISM STATEMENT.....	iii
PREFACE	iv
TABLE OF CONTENT	v
LIST OF TABLES	vii
LIST OF PICTURES	viiviii
EXECUTIVE SUMMARY.....	ix
CHAPTER 1 INTRODUCTION	1
1.1 BACKGROUND OF THE STUDY.....	1
1.2 THE OBJECTIVE OF THE STUDY.....	2
1.3 THE BENEFITS OF STUDY	2
CHAPTER 2 INGREDIENTS AND UTENSILS OVERVIEW	3
2.1 DESCRIPTION OF THE MATERIAL TO BE USED.....	3
2.2 THE TOOLS USED DURING THE PROCESSING	5
CHAPTER 3 NEW PRODUCT PROCESSING SEQUENCE	7
3.1 THE PROCESSING PRODUCT USING PICTURE	7
3.1.1 Processing pudding.....	7
3.1.2 Processing the Cucumber Jelly Drink.....	10
3.2 COMPLETE RECIPE ATTACHED.....	13
CHAPTER 4 NEW PRODUCT OVERVIEW.....	18
4.1 THE FACTS OF NUTRITION.....	18
CHAPTER 5 BUSINESS PLAN	21
5.1 GENERAL DESCRIPTION OF COMPANY	21
5.2 IDENTIFICATION OF INVESTMENT OPPORTUNITIES.....	21
5.3 STAKEHOLDER.....	22
5.4 SWOT ANALYSIS.....	23
5.5 MARKETING ASPECT	24
5.5.1 Customer Characteristic.....	24

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 Fixed Cost.....	26
5.6.3 Overhead Cost.....	27
5.6.4 Cost of Production	27
5.7 TECHNICAL ASPECT.....	28
5.8 LEGAL ASPECT	28
CHAPTER 6 CONCLUSION.....	30
6.1 CONCLUSION	30
6.2 SUGGESTION	30
BIBLIOGRAPHY	31
APPENDIX.....	32
Appendix 1. PACKAGING DESIGN.....	32
Appendix 2. SUPPLIER LIST	32
Appendix 3. LOGO	34
Appendix 4. SUPPLIER LIST	34
Appendix 5. COMPANY PROFILE	34