

EXECUTIVE SUMMARY

Milkfish bak kien is a special dumpling which use milk fish as a filling rather than chicken or pork that usually being used. We decide to replace the main ingredients with milkfish because it quite popular among Indonesian people. and there is big opportunity for business purpose due to the high demand for milkfish. Also, milkfish has many health benefits which is good for our body.

This product is targeted for both man and woman with any occupation and focused for all people who are on productive age (17-60) and this product is designed for people who don't have time to prepare their food and can be acceptable for all people in a shape of frozen food concept.

Every pack will get 2 rolls of Milk Fish Bak Kien and will be cost IDR. 40.000. It can be found at gift stores, supermarket, restaurant or can be ordered through online shopping platform.

Key word: Milkfish, Bak Kien