

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The reason why I decided to make spread is because nowadays people like to have a quick breakfast before they do their activities. Therefore, I want to create a healthy spread that contains nutrients so that even though they only eat a simple toast and the spread, they already get many nutrients.

As we know, spread mostly uses a lot of sugar to thicken the spread and it's definitely not healthy. So, 7 AM spread replace the big amount of sugars to porang flour. Porang is one of a unique local product that is getting known by many people. Porang is now widely cultivated to be used as ingredients for making flour, shirataki noodles, gelatin, and konyaku. Porang can be used as an alternative flour because it contains a lot of glucomannan. Therefore, we use porang to thicken our spread. Porang also low in calories, contains lots of fiber, and have several kinds of essential amino acids.

7 AM Spread is made from fruits and veggies that is strawberry, banana, broccoli stem, broccoli leaves, and spinach. It contains a lot of nutrients. It's high on vitamins, good for digestion and prevent cancer. The most important benefits on this pandemic is the spread can increase body immunity. This spread is also high on calcium because it contains eggshell powder. 7 AM spread also use waste ingredients that is broccoli stem. They're good for skin, improve heart health, and good for weightloss. Lastly, for those who are a lactose-intolerant still can enjoy this spread because the milk is lactose-free.

Characteristics of 7 AM Spread will taste sweet and a little bit of creaminess. It also has a fruity flavor and also a hint of the veggies. The texture will be thick and look a like jelly because of the porang flour.

1.2 THE OBJECTIVE OF THE STUDY

- a) Identify the correct way to process spread to make it last longer.
- b) Identify how to pack the spread so it lasts a longtime.
- c) Identify how to keep the nutritions of the spread.
- d) Identify how to get the perfect texture and taste of the spread.
- e) Assemble, determine, and test a process to produce a product.
- f) Assessing consumer acceptance of the product.
- g) Prepare costs and a definite price range for these products.
- h) Plan a market strategy for the final product.

1.3 THE BENEFITS OF THE STUDY

- a) Develop ideas and creativity.
- b) Developing and / or creating products that are not yet on the market.
- c) Identify of the risks.