

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

As the world moves further, there have been so many changes in people's habits. Rapidly changing eras and trends make people have always to adapt. There are some trend that eventually become people's daily live and some are forgotten. However, people always want to keep up with the current trends, especially with this new generation. In fact, this new generation somehow become a pioneer when it comes to changing our old habits into a healthy lifestyle, making a statement that Health is the new wealth. But as we all know, this new technology era also demand a fast pace in every aspect and as the increase of healthy food vividly rising, it leads into the increasing demand of healthy food.

Although there are many of healthy food brands that already open, sadly some people think the healthy food that exits today only relies on how low their calories are, not about how many nutrient are contain in their food and what benefits the consumer will get. Also these healthy food are introduced at unaffordable price that it makes many people think that consuming healthy food is expensive and make them think twice about change their food to a healthier one. From there we found the opportunity to create an unique healthy snacks that contain a lot of nutrient with an affordable price.

On our first menu we will be making Healthy Cookie Dough Puff Pastry with Apple Peel Flour. The reason why we choose Apple Peel because apple skin turn out to have a lot of benefits in it. Even though quite a lot of people have eaten apple with the skin on, still some of them don't like Apple Peel

because of its bitter taste. Some are even afraid to eat apple skin because they believe that the shiny skin of apples is coated with harmful wax, even though many researchers have said that the skin of apples is coated by an edible wax made from organic compounds. So from there we want to use recycle food waste that originally has high nutrition but is often thrown away as one of our ingredients. And for each of our menus in the future we will also use waste material that have many benefits.

Our second goal is in addition to making this snack healthy and nutritious we also want to make this vegan. Besides from wanting vegans to be able to enjoy this snack, we also believe that making this snack vegan will make it healthier in the body. So we will switch our ingredients to healthier one. And will make all the components from scratch to be able to control the nutrition including the Apple Peel Flour and Vegan Puff Pastry.

Nutrition and Health Benefits :

- a) Can produce good bacteria
- b) Hydrate skin
- c) Reduce the risk of diabetes
- d) Prevent the growt of cancer cells
- e) Contain a lot of fiber, zat besi, and calcium
- f) Good for lose weight
- g) Low calorie
- h) Vegan friendly

Characteristics of this snacks will be crunchy on the outside because of the puff pastry and chewy on the inside because of the cookie dough. The taste will be slightly salty, sweet but just enough. And a unique taste because the combination of Apple Peel Flour, Brown Sugar, Vegan Butter, and Plant-based Milk. Will also taste a little bit apple from the Apple Peel Flour.

1.2 THE OBJECTIVE OF THE STUDY

- a) Identify the correct way to make a good nutrition on food.
- b) Identify how to pack the right cookie dough so it lasts longer.
- c) Identify how to market the healthy snacks and the legal aspect that need to be obtained.
- d) Identify to make the right calorie on food.
- e) Product identification and method of consuming healthy snacks in Indonesia.
- f) Investigate the market potential for healthy snack in Indonesia.
- g) Identify specific market segments for products: catering & work partners.
- h) Determine the product concept that is suitable for development.
- i) Formulate products that will meet the needs of certain market segments.
- j) Assemble, determine, and test a process to produce a product.
- k) Assessing consumer acceptance of the product.
- l) Prepare cost and a definite price range for these products.
- m) Plan a market strategy for the final product.

1.3 THE BENEFITS OF THE STUDY

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