

# **CHAPTER 1 INTRODUCTION**

## **1.1 BACKGROUND OF THE STUDY**

The reason I decided to create Jackfruit seeds pie product is because Indonesian people loves to eat Jackfruits and to throw away all those seeds its very unfortunate because it has a lot of benefits, because jackfruit and the seeds were very nutritious and has a lot of benefits while having a great taste it is very beneficial for those who loves sports, and im making pie because its easy to eat and delicious too and people from all around the world loves pie, we need something that is fast, delicious, easy to eat, and suits everybody.

Jackfruit is a tropical tree fruit grown in Asia, Africa and South America. That is why I'm thinking to sell it worldwide because of how easy it is to look for jackfruits so when we're selling abroad the main ingredient is everywhere.

#### Nutrition and Health Benefits :

1. Minimizing wrinkles for the skin.
2. Helps to prevent anemia
3. Helps to prevent indigestion
4. Helps muscle building
5. Improves the health of hairs
6. Improves eyesight
7. Contains a lot of antioxidants
8. Helps to reduce inflammations
9. Reducing the risk of diabetes
10. Boosts immune system

Characteristics of Jack Pie is sweet, melts in our mouth and crunchy. Once you bite the pie, you will find jackfruit jam has a bit of sweetness, the pie crust is very crunchy texture, so when you eat it you'll feel a flavour bomb.

#### **1.2 THE OBJECTIVE OF THE STUDY**

1. Identify the correct way to process jackfruit seeds to make it as a flour.
2. Identify how to market the pie and the legal aspects that need to be obtained.
3. Product identification.
4. Investigate the market potential for jackfruit pie in Indonesia.
5. Identify specific market segments for products: catering, large households, work partners.
6. Determine the product concept that is suitable for development.
7. Formulate products that will meet the needs of certain market segments.
8. Assemble, determine, and test a process to produce a product.
9. Assessing consumer acceptance of the product.

10. Prepare costs and a definite price range for these products.

11. Plan a market strategy for the final product.

### **1.3 THE BENEFITS OF THE STUDY**

1. Develop ideas and creativity.

2. Developing and / or creating products that are not yet on the market.

3. Identify of the risks.