

RESEARCH AND DEVELOPMENT FINAL PROJECT
Banana Blossom Crackers



OTTIMMO

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Approval 2

Banana Blossom Crackers

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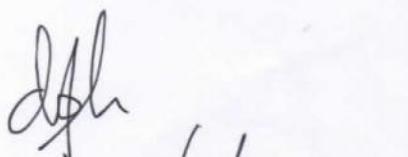
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PLAGIARISM STATEMENT

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Surabaya, November 25th 2021



Calvin Hakinen Salim

PREFACE

First thing first, I would like to thank my God, Jesus Christ for his blessings and his guidance in order for me to complete this Research and Development report. The main purpose for this report is to develop a new product and it really helps Ottimmo's student to be creative and innovative as we have to create a whole new product. One of the reasons why I came up with the idea of making Banana Blossom Crackers is because cracker is very popular in Indonesia, but it is known as an unhealthy food. So that's why I'm trying to change "crackers" into a whole new level.

During this process of completing this report, I received so much guidance and support. By this, I would like to express my gratitude to the names below:

1. My parents that supported me and provided me with a good education
2. Chef Arya Putra Sundjaja, S.E. as my RnD mentor who has helped me in so many things in order for me to understand the guideline for making this report.
3. Ms. Irra Chrisyanti Dewi as the Head of Study Program at Ottimmo International.
4. Mr. Zaldy Iskandar as the head Director of Ottimmo International.
5. My dearest, Crystalia Diamonda who helped me with a lot of guidance and suggestions.

Surabaya, November 25th 2021



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EXECUTIVE SUMMARY

Banana Blossom Crackers is basically an Indonesian style crackers but it is made from banana blossoms. The reasons why I use banana blossoms is because it is healthy and contains a lot of fibre and it is also cheap and easy to find in Surabaya.

Banana Blossom Crackers will be sold using a plastic clip equipped with stickers and labels that have been designed in such a way. Banana Blossom Crackers will be sold for IDR8.500 per pax (120 g).

CHAPTER I. INTRODUCTION

- A. Background of the Study
- B. Objective of the Study
- C. Reasons Why I Use Banana Blossom

CHAPTER II. INGREDIENTS AND UTENSILS OVERVIEW

- A. Detail Background of the Main Ingredients
- B. Nutrition Value and Health Benefits of the Main Ingredients
- C. Short Overview of the new Product Characteristic
- D. Ingredients Overview
- F. Utensils Overview

CHAPTER III. NEW PRODUCT PROCESSING SEQUENCE

- A. Flow Chart
- B. Recipe
- C. Storing Method

CHAPTER IV. NEW PRODUCT OVERVIEW

- A. Nutrition Fact
- B. Description About the New Product

CHAPTER V. BUSINESS PLAN

- A. SWOT Analysis
- B. Marketing Strategy
- C. Technical Aspect
- D. Legal Aspect
- E. Financial Aspect

CHAPTER VI. CONCLUSION

- A. Summary
- B. Suggestion and Idea about the Products

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APPENDIX