

EXECUTIVE SUMMARY

KYAKOTANI is a traditional snack Onigiri from Japan that we combine with Indonesia local ingredients. I come up with this idea looking at Indonesian loves snack then I also make Onigiri with vegetables for the fillings becomes more popular. We know that healthy food is one very popular food trend even in Indonesia. Not only do famous chefs start to make healthy food, but many small medium-size companies that either follow the trend and are successful. The reason I prefer vegetable fillings is because there are a lot of nutrients in the raw material. Cassava and coconut leaves have an excellent variety of nutrients for consumption, and in one KYAKOTANI is packed with whole nutrients from carbohydrates, proteins, fiber, etc. From this I will try to make healthy food products.

When you eat the onigiri you know that it's different with the original one. KYAKOTANI will be pack in a Mini Box. Every Box will contain 120gram of the product and will be sold at IDR 12.000. After we create and develop the Onigiri, we will make another variation and this Onigiri can be find at our stand at Surabaya, Our Store or Supermarkets, and the product have Open Pre-Order for first Opening.

(Key Word: Kyakotani, Healthy Food, Onigiri, Vegetables.)