**CHAPTER 1**

**INTRODUCTION**

* 1. **BACKGROUND OF THE STUDY**

The reason I wanted and inspired to create this product is because I often found that people have issues with their digestion systems not only nowadays and they often consume medicine because some people are looking for an instant way to make the pain go away, so that they can continue finishing their work for the day. Kefir coconut has also other health benefits that can heal other diseases or illness we have inside our body, that we may be didn’t knew we had, it is also good to boost up our health, and it is also good for detoxing our body from what we eat every day. There are many people who make or even sell Kefir based products, for people who knows about Kefir, for them Kefir Is full of nutritional values, and for some, they consume it often to keep track of their health and even for their diet menus.

The reason I am inspired to combine Kefir that already has so many health benefits with Coconut is because for me, I saw that Coconut also has so much health benefits that many people still underestimate it or even doesn’t really know the beneficial from a Coconut when they consume it, that is why I want to try and combine Kefir by adding coconut into it.

 Coconut is also said to be classified as a highly nutritious ‘functional food’, because it provides many health benefits beyond its nutritional content. For coconut is rich in dietary fiber, carbohydrate, vitamins and minerals; however, notably, evidence is mounting to support the concept that coconut may be beneficial in the treatment of obesity, dyslipidemia, elevated Low Density Lipoprotein (LDL), insulin resistance and hypertension, the risk factors for cardiovascular disease and type 2 diabetes, and also for Alzheimer’s Disease . Medium Chain Triglyceride, a fraction of coconut has been identified as an important, medically efficacious food but some people still doesn’t really understand the health benefits from the Coconut.

 Chloe Coconut Kefir is produce by taking the meat part of the coconut and blended it in the blender, then we cook it in low heat, before it starts to boil, we take it off from the heat so that in the fermentation process we can still maintain the nutritional values from the coconut itself, it is also crucial that we boil or submerged the glass jar both for packaging and for the fermentation process in hot water so that it is clean and there are no bad bacteria contaminating the product during fermentation and when we Package it into small jars.

The fermentation process itself is done by adding the good bacteria inside, to develop the sour taste from the fermentation process we can adjust to how long we want it to ferment.

In Kefir itself, contain bacteria and some that we may be knew is several species of lactic acid bacteria, yeast, and acetic acid bacteria and it is slowly build by fermenting the milk that soon to be called Kefir yeast, or Probiotics.

To produce a good quality Kefir product, from the first step until the end of the process we need to be crucial to keep everything hygiene and clean. The most used Kefir are now much more simpler inside a 1 small pack of sachet that we called Probiotics.

**Nutrition and health benefits :**

* Immune System Booster
* Digestive Aid
* Allergies and Asthma Remedy
* It is save to consume for people who has lactose intolerance
* Stress reliever
* high in potassium and also contains cytokinins, which are naturally occurring plant hormones that may help reduce the growth of cancer cells
* boost gut health
* detox purpose
* increase your energy
* control craving for sugar
* contains vitamins such as, minerals and phytonutrients that are ideal for human health

the Characteristic of Chloe Coconut Kefir taste mild, sour and you can taste a little bit of the natural sweetness from the coconut that we use, because we pick the young coconut instead of the much more mature one, you can judge by the taste that we choose not to add sugar into it for we want this product to really be focusing on health purpose.

**1.2 THE OBJECTIVE OF THE STUDY**

a) to Identify the correct ways to produce and ferment a good quality Coconut kefir

b) Identify how to package the coconut kefir so that it could last longer for consumption.

c) Identify how to Sell and Promote the coconut kefir product

d) Product identification and method of consuming coconut kefir

e) Investigate the market potential for Chloe coconut Kefir

f) Determine the product concept that is suitable for development of Chloe Coconut Kefir

g) Formulate products that will meet the needs of certain people in curing their illness

h) Assemble, determine, and test a process to produce a product.

i) Assessing consumer acceptance of the product.

j) calculating and preparing the cost for the market consumption.

k) Plan a market strategy for the final product.

**1.3 THE BENEFITS OF THE STUDY**

a) Develop ideas and creativity on how to sell the product.

b) Developing and / or creating products that is out of the box and not yet introduce in the market place.

c) Identify of the risks of losing to the competitors