**EXECUTIVE SUMMARY**

Chloe Coconut Kefir based product that uses the basic method of making Kefir naturally

Using Kefir probiotics as a starter for the fermentation process. We are inspired by using kefir because of it is healthy beneficial, because in Indonesia most of the people I know, are busy working all day and oftenly I found that they forgot to take care of their own health, by eating and drinking regularly, Therefore I saw that people have issues with their stomach.

I come up with this idea of introducing Kefir based product because of the health benefits it has for people who have health issues with their digestion system, and other issues in their health. The taste of this Kefir may not be like other product or brand because it is a homemade product, and it taste not to sour and has a hint of coconut for it is made using the coconut meat, and we don’t use sugar for it is pure for health beneficial for people in need.

Chloe Coconut Kefir will be packed in a small 200 ml glass jar to help and maintain the freshness and hygiene and the price is Rp. 28.000. and for the future ahead we are planning to develop the product and add new flavors inside but still maintain the main ingredients, and we are going to promote and sell our products through social media, such as instagram as our platform, but people can also purchase our product through Whatsapp, and we are hoping to sell our product through shopee, tokopedia, and perhaps reach out to some reseller that could help boost and sell our Coconut Kefir.