

EXECUTIVE SUMMARY

Shimol is a cimol that we make with a special ingredient, namely shirataki rice. I came up with this idea seeing how most Indonesian people really like snacks and I also want to make shirataki rice more popular. This Cimol has very small calories

This Shimol will be packed in a bowl. Each bowl will contain 500 grams of product and will be sold for IDR 50.000. Later we will develop this shimol into many variations and this shimol can be found at gift shops, supermarkets, restaurants, or can be ordered through our website and social media.