

EXECUTIVE SUMMARY

Goguma Mooncake is a fusion Korean – Chinese dessert. Goguma (고구마) is a Korean word for Ube or Sweet Potato. Snow skin mooncake, is a Chinese food eaten during the Mid-Autumn Festival. Snow skin mooncakes are a non-baked mooncake originating from Hong Kong. This dish is inspired by Korean Goguma Ppang and Snowskin Mooncake, then both are combined as a fusion dessert that is uncommon and new to heard by public.

Goguma Mooncake will be packed in a see-through mica plastic with a small bow a sticker logo to enhance the product's packaging look. Every piece of mooncake will be 100 grams of mooncake with the fillings, and will be sold at IDR24,500. We will be taking orders by Pre-Order through our social media.

