

EXECUTIVE SUMMARY

Cendolicious is ice cendol combined with shirataki rice ingredients. I came up with this idea seeing how most Indonesians really like cendol and I also wanted to make es cendol shirataki with healthier ingredients.

Cendolicious will be packaged in a plastic drinking bottle. Each bottle will contain 250ml of product and will be sold for Rp.30.000. Later, we will develop this cendol into many variations and this cendol can be found at gift shops, supermarkets, restaurants, or can be ordered through our website and social media.