

# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 BACKGROUND OF THE STUDY**

The reason why I decided to make cendol beverage products is because Indonesian people are obsessed with drinks. Sweet taste is one of the sensations that cannot be separated from Indonesian drinks. Why I choose Shirataki rice because shirataki rice is very low in carbohydrates, calories. And this drink is good for people who are on a diet because I use soy milk which has very small calories, which is 108 / 200 gr. And I chose cendol because cendol is the favorite drink of Indonesians

Nutrition and Health Benefits :

- a) Contains vitamin and mineral requirements in human nutrition.
- b) Weight management
- c) Diabetes Prevention
- d) Low Calorie
- e) Lower Cholestrol
- f) Unique Flavour

The characteristic of cendol shirataki will be savory and sweet.

### **1.2 THE OBJECTIVE OF THE STUDY**

- a) Identify the correct way to process cendol to make it more durable.
- b) Recognize how to pack the right cendol to make it last longer.
- c) Identifying how to market cendol and the legal aspects that need to be obtained.
- f) Identify specific market segments for the product: caterers, large households, partners.
- g) Determine a suitable product concept to be developed.
- h) Formulate a product that will meet the needs of a particular market

segment.

- i) Assemble, define, and test a process to produce a product.
- j) Assessing consumer acceptance of the product.
- k) Prepare a definite cost and price range for the product.
- l) Planning the market strategy for the final product.

### **1.3 THE BENEFITS OF THE STUDY**

- a) Develop ideas and creativity.
- b) Developing and / or creating products that are not yet on the market.
- c) Identify of the risks.