

APPENDIX

Appendix 1. Packaging Design



Picture 29 BASOM's front side packaging (Personal Documentation, 2021).



Picture 30 BASOM's back side packaging (Personal Documentation, 2021)

Appendix 2. Suppliers List

1. Banana Blossom
The Banana Blossom is bought from Tiara Sayur that is located at Jl. Raya Sambikerep No.1, Sambikerep, Lontar, Kota Surabaya, Jawa Timur, 60217
2. Scallions
The Scallion is bought from Tiara Sayur that is located at Jl. Raya Sambikerep No.1, Sambikerep, Lontar, Kota Surabaya, Jawa Timur, 60217
3. Apples
The Apples is bought from Superindo that is located in Jl. Telaga Utama D1 No.31-32, lakarsantri, Surabaya, Jawa Timur, 60213
4. Onion
The Onion is bought from Tiara Sayur that is located at Jl. Raya Sambikerep No.1, Sambikerep, Lontar, Kota Surabaya, Jawa Timur, 60217
5. Garlic
The Garlic is bought from Tiara Sayur that is located at Jl. Raya Sambikerep No.1, Sambikerep, Lontar, Kota Surabaya, Jawa Timur, 60217
6. Ginger
The Ginger is bought from Tiara Sayur that is located at Jl. Raya Sambikerep No.1, Sambikerep, Lontar, Kota Surabaya, Jawa Timur, 60217
7. Rice Flour
The Rice Flour is bought from Tiara Sayur that is located at Jl. Raya Sambikerep No.1, Sambikerep, Lontar, Kota Surabaya, Jawa Timur, 60217
8. Sugar
The Sugar is bought from Tiara Sayur that is located at Jl. Raya Sambikerep No.1, Sambikerep, Lontar, Kota Surabaya, Jawa Timur, 60217
9. Salt
The Salt is bought from Tiara Sayur that is located at Jl. Raya Sambikerep No.1, Sambikerep, Lontar, Kota Surabaya, Jawa Timur, 60217
10. Fish sauce
The Fish Sauce is bought from Pelangi Mini Market that is located at Ruko Taman Gapura Blok F No. 19-20, Jl. Sentra Taman Gapura, Sambikerep, Lontar, Kota Surabaya, Jawa Timur 60217.

11. Honey

The Honey is bought from Pelangi Mini Market that is located at Ruko Taman Gapura Blok F No. 19-20, Jl. Sentra Taman Gapura, Sambikerep, Lontar, Kota Surabaya, Jawa Timur 60217.

12. Gochugaru

The Gochugaru is bought from Momotofoodsupplier Shop.

https://shopee.co.id/Gochugaru-HALAL-MUI-bubuk-cabe-cabai-Red-Pepper-Powder-Korea-50-gram-Hot-Spicy-MURAH-i.153969382.8927235460?sp_atk=0ac7b5e9-20e2-4646-9ffb-8f61a1948465

Appendix 3. Product Logo



Figure 31. BASOM's logo (Personal Documentation, 2021)



Figure 32. BASOM's nutrition fact label (Personal Documentation, 2021)

Company Profile

Company Profile



Business Profile

BASOM is a home-based business that operates in Surabaya, Indonesia. The company is registered as UMKM (Small Micro Medium Enterprises). BASOM has produced practical and healthy food in the form of kimchi called “KIM BA-SOM”. This product is the first banana blossom kimchi in the world. Going forward there will be many variations of kimchi and other practical food products by BASOM.

Vision

Providing healthy, delicious and high quality product with premium ingredients.

Mission

Raising consciousness around healthier food options and prioritizing customers' satisfaction.

Our Product

Price : Rp.
35.000/pouch



Our Location

Our Store will be located at Bukit Telaga Golf
TC4 no.12, Surabaya, Jawa Timur

Contact us at :



0895702386333



Basom_id

CONSULTATION FORM



Akademi Kuliner & Pastry
OTTIMO
 RESEARCH AND DEVELOPMENT
 INTERNASIONAL
 FINAL PROJECT

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No	Date	Topic Consultation	Name/Signature
1	25/11/21	Nutrition Fact	dyh
2	25/11/21	All Chapter	dyh
3	25/11/21	All Chapter + Simulasi Partisipasi	dyh
4	25/11/21	Chapter 5 (Financial Cost)	dyh
5	25/11/21	Chapter I	dyh
6	25/11/21	Chapter II & III	dyh

No	Date	Topic Consultation	Name/Signature
7	25/11/21	Chapter IV	dyh
8	25/11/21	Chapter V & VI	dyh
9	25/11/21	Logo	dyh
10	25/11/21	Tabel - Tabel an	dyh