

EXECUTIVE SUMMARY

Consumption of banana blossoms or banana flower or banana bud (*Musa acuminata Colla*) as vegetable is popular among people in Southeast Asia. In most tropical countries, banana blossoms are used as vegetable either raw or cooked which only the tendon core is sliced and eaten. KIM BA-SOM (banana blossom kimchi) comes in as an innovative substitution product of Kimchi with banana blossom as the main ingredient. It gives the aromatic flavor to enhance people's appetite. Banana blossom itself has nutritional values and healthy benefits; potassium, vitamin A, C, E, minerals, fatty acid content, flavonoids, saponin, essential and non-essential amino acid, tannins, glycoside, and steroid. We try to take the opportunity and become a pioneer and be ready to join and compete with the market.

KIM BA-SOM is the short name for *Kimchi Banana Blossom*. KIM BA-SOM is produced in pouch of 250 gram with the selling price of Rp. 35,000. Our target markets are adults with the age range of 20-50 years old, with the specific criteria of people who are working in culinary industry, Korea culture lovers, and Korean food restaurant which provides Kimchi and looking for the substitution with lower price and give the same effect in food.