

**RESEARCH AND DEVELOPMENT FINAL PROJECT**

**“PURPLE SWEET POTATO TORTILLA”**

**(High Potassium, B6, Vitamin C, Fiber, and Antioxidants for Powerful  
Cancer Prevention and Dietary Program)**



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Finally, the Authors hope that this report can be useful for us all.

Surabaya, 13<sup>th</sup> August 2018

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## APPROVAL

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## **EXECUTIVE SUMMARY**

Indonesia is one of the countries with a high unemployment rate in the world due to the lack of job availability. Therefore we see a business opportunity in the form of new innovations and using many raw ingredients that are encountered in Indonesia, namely Purple Sweet Potatoes. It can also make the relationship between us and the farmers, and can make a new job for the community to make their lives more prosperous.

Tortilla themselves generally use the basic ingredients of flour and corn, but we make an innovation and a new food trend by replacing the main ingredients into purple sweet potatoes that create an unique flavor and also packaged attractively. The choice of using purple sweet potato as the main ingredient itself was done because we saw that it was not optimal to use purple sweet potatoes as a food and also less well known by the young. With a combination of simple raw ingredients in the form of purple sweet potatoes combined into a modern dish, tortillas are expected to be of interest to all ages ranging from teenagers to adults.

We also pay close attention to all aspects of ingredients contained in our products so as to be able to meet the nutritional and nutrient needs of the human body, and also we do sorting of raw ingredients in order to have stability in accordance with our standards of low calories, high fiber, content of high antioxidant and potassium.

To expand our marketing, we going to promote our products through brochure that will distribute to crowded centers such as malls, campuses and public areas. In the other way using social media such as Instagram, Facebook, Blog and Twitter can help to approach many circles. And in another way, we will join food events, such as bazaar and food festival to widen our publication range.

In hopes to attract customer attention, we use a very eye catching packaging by using hexagonal black carton box with our logo above the lid of the box so the customer might see the product directly. The price that we pegged is Rp 28.000,- for retail and Rp 26.500,- for reseller.

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