

CHAPTER 3

NUTRITION AND FOOD SAFETY

3.1. NUTRITIONAL FACT OF THE FINISHED PRODUCT

Nutrition of kabocha 85gr :

$$250 : 85 = 2,9$$

- Calories: $30 \times 2,9 = 87$ kkal
- Carbohydrates: $8.2\text{g} \times 2,9 = 23,78\text{gr}$
- Fiber: $1.2\text{g} \times 2,9 = 3,48\text{gr}$
- Sugars: $3.5\text{g} \times 2,9 = 10,15\text{gr}$
- Protein: $1.1\text{g} \times 2,9 = 3,19\text{gr}$
- Beta carotene: $1,782\text{mcg} \times 2,9 = 5,16$
- Vitamin C: $9\text{mg} \times 2,9 = 26$

Table 1. Nutrition Fact

Ingredients	Amount	Carbo	Fat	Protein	Fiber
Pumpkin kabocha	250 g	12 g	0,2 g	1,8 g	2,7 g
Pumpkin flour	90 g	60,1 g	1,2 g	12,2 g	3,65 g
All purpose flour	35 g	19,1 g	0,245 g	2,6 g	0,7 g
Milk v-soy	75 ml	5,7 g	2,3 g	2,03 g	1,2 g
Palm sugar	100 g	76 g	10 g	3 g	-
Chesee	50 g	0,64 g	16,57 g	12,45g	-
Egg	6 pcs	2,1 g	32,4 g	37,2 g	-
Total		175,64	62,915	71,28	8,25

1 Recipe = 2 pack

1 pack = 4

servings

Total:

- Calories / pack : $194,18 \text{ kkal} \times 2 = 388,36\text{g/ servings}$
- Carbohydrate / pack : $21,95\text{g} \times 2 = 43,9\text{g/ servings}$
- Fat /pack = $7,86\text{g} / \text{pack} \times 2 = 15,72\text{g/serving}$
- Protein /pack = $8,91\text{g} \times 2 = 17,82\text{g/servings}$

Nutrition Facts	
2 servings per container	
Serving size	2 tray mika (100g)
Amount Per Serving	
Calories	390
<small>% Daily Value*</small>	
Total Fat 16g	21%
Saturated Fat 0g	0%
<i>Trans Fat</i> 0g	
Sodium 0mg	0%
Total Carbohydrate 44g	16%
Dietary Fiber 8g	29%
Total Sugars 100g	
Includes 0g Added Sugars	0%
Protein 18g	36%
<small>Not a significant source of cholesterol, vitamin D, calcium, iron, and potassium</small>	
<small>*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	

Figure 28. Nutrition Facts

3.2 FOOD SAFETY

3.2.1. Temperature

Processing temperature :

1. Steamer $\pm 100^{\circ}\text{C}$ for 10-15 minutes

2. Oven : 160°C - 170°C for 40-50 minutes

Storage temperature :

1. at room temperature lasts 2-3 days
2. in the fridge for 7 days

3.3 PRODUCT SHELF LIFE

This product last up to 7-10 days if stored in the fridge.

3.4 PRODUCT PACKAGING

Craft boxes are used to increase customer attractiveness. In addition, it is used to keep the product from crumbling and being more sticky. In addition, the mica tray is used to enhance the appearance and keep the product from being easily contaminated.



Figure 29. Packaging

CHAPTER 4

FINANCIAL

ASPECT

4.1. PRODUCT COST

4.1.1. Variable Cost

Table 2. Variable Cost

No	Ingredients	Unit/Recipe	Cost/Unit	Cost/Recipe
1	Pumpkin kabocha	250gr	Rp.10.000/500gr	Rp.5.000
2	Pumpkin flour	90gr	Rp.25.000/250gr	Rp.9.000
3	All purpose flour	35gr	Rp.12.000/kg	Rp.400
4	Palm sugar	100gr	Rp. 17.000/250gr	Rp.6.800
5	Egg	6 pcs	Rp.4.000/100gr	Rp.1.200
6	Milk V-soy	75ml	Rp.7.000/200ml	Rp.2.625
7	Cheese	50gr	Rp.10.000/70gr	Rp.7.142
8	Butter	100gr	Rp.35.000/100gr	Rp.35.000
Total/recipe				Rp.67.167
Total/pack (1 recipe = 2 pack)				Rp.33.583/pack
13	Packaging :			
	Box	1 pcs /pack	Rp.27.000/2pcs	Rp. 13.500
	Tray mika	1 pcs/pack	Rp.13.000/10pcs	Rp.1.300
Total/Pack (After Packaging)				Rp.14.800
Total/Day (1 day = 5 recipe = 10 packs)				Rp.51.357
Total/Month				Rp.1.540.710

4.1.2 Overhead Cost

Table 3. Overhead Cost

No.	Overhead Cost	Unit/Month	Cost/Unit	Cost/Month
1.	Electricity & Water	-	Rp.350.000,00	Rp.350.000,00
TOTAL			Rp.350..000,00	

4.1.3 Fixed Cost

Table 4. Fixed Cost

No.	Fixed Cost	Total/Month
1.	Employee's Salary @1 person	Rp.1.000.000,00
TOTAL		Rp.1.000.000,00

4.2 SELLING PRICE

with markup percentage 50%

Selling Price

$$= (\text{cogs/product}) + ((\text{cogs/product}) \times 50\%)$$

$$= 33.583 + (33.583 \times 50\%)$$

$$= 33.583 + 16.791,5$$

$$= 50.374,5$$

$$= \mathbf{51.000 \text{ (selling price/product)}}$$

$$= \mathbf{(\text{Profit}=17.000/\text{product})}$$

4.2.1 Start-up Cost

Table 5. Start-up Cost

No.	Item	Price
1.	Oven	Rp. 1.850.000
2.	Balon whisk	Rp.30.000
3.	Pan	Rp.20.000
4.	Spatula	Rp.40.000
5.	Hand blender	Rp.200.000
6.	Bowl	Rp.30.000
7.	Spoon	Rp.15.000
8.	Baking paper	Rp.20.000
9.	Tray	Rp.48.000
10.	Knife	Rp.75.000
11.	Cutting board	Rp.40.000
TOTAL		Rp.2.368.000

4.3 PRODUCT COMPETITIVE ADVANTAGES

SWOT ANALYSIS

STRENGTH

- First brand that produced the product
- Used good quality ingredients
- Using main ingredients from local farmers
- Contain a lot of nutrients
- Can consumed by from toddler to adult

WEAKNESS

- The cake taste is not too sweet
- This cake tape has high calories

OPPORTUNITY

- Can be marketed online and offline
- Collaborate with restaurants, retail shops, gift shops, bazar and supermarkets.

THREAT

- Product can be imitated.