

RESEARCH AND DEVELOPMENT FINAL PROJECT

RED DRAGON FRUIT JAM

(High level of soluble & insoluble fiber to support digestive system)



Arranged By :

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**CULINARY ART STUDY PROGRAM
AKADEMI KULINER DAN PATISERI
OTTIMMO INTERNASIONAL**

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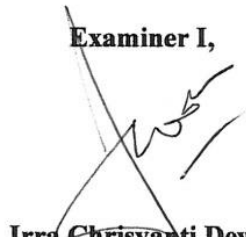
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Executive Summary

Healthy living is not only a trend but so many people nowadays are concerned with their health, but healthy lifestyle sometimes is not easy it takes times. Nowadays people want everything to be instant, especially in the morning. They do not have the time to prepare healthy food in the morning, and it leads them to eat fast food breakfast; Mc Donald.

We want to approach this market by making a jam, that not only it is fast but also make us full until lunch time. Red dragon fruit is not only is a good source of dietary fiber, but also a good source of vitamin A & vitamin C that is good for our body. We choose to make it as a jam because in Indonesia people are very familiar with jams.

However, we are facing several problem; such as the lack of knowledge about dragon fruit. People that are not familiar with it will refuse to try this unknown fruits. Dragon fruit texture is also very strange to some people, some people love the texture some people refuse to eat it because of the texture.

This product is aimed to the people who are familiar with red dragon fruit and consume dragon fruit. But we also want to introduce dragon fruit to the people who are not familiar with it. And making it as a jam is a great startup, because people consume jam. We also aiming t enter the medium income market by pricing our product at Rp. 50.000.