

CHAPTER 1

INTRODUCTION

1.1 Background of The Study

Avocado seed is the thick, hard shell that lies below the avocado's flesh. The substance inside the seed is milky and has an almond-like flavor and aroma. Due to the bitterness in it, when exposed to air, it turns red-orange.

Antioxidants are abundant in avocado seeds. Over 70% of the antioxidants present in the entire fruit are found inside the seeds. Avocado seeds include antioxidants that boost the immune system, ward off illnesses, slow down the aging process of a skin, and fight diseases. Tea made from avocado seeds drastically reduces LDL and total cholesterol, which lowers the chance of developing cardiovascular disease. The abundance of potassium improves blood circulation and aids in heart rate stabilization. The skin becomes luminous and supple thanks to the availability of vitamin C, which also encourages the creation of collagen. The beneficial fiber in avocado seeds enhances intestinal health, keeps you full, curbs appetite, and aids in weight loss.

By creating this cake, it will help to create more unique and healthy alternative for cakes so people who loves cakes can enjoy it without worrying about unhealthy ingredients such as flour that has a lot of gluten content therefore to promote this cake would not be that hard since it's just a regular cake but healthier with competitive price as compared with regular cakes, so people would most likely choose this product.

1.2 The Objective of The Study

- a. Identify that cake can replace with healthy ingredients but its still sweet
- b. To learn about the overview of the new product
- c. Enhance the creativity for students of OTTIMO for making their own brand and product that has not been done before
- d. To learn about the new product processing sequence
- e. Prepare minimal cost and plan a market strategy for the final product

1.3 The Benefit of the study

- a. Developing the new ideas and creating products that are not yet on the market
- b. To educate all the readers about the description of the new product
- c. Educate all the readers to make the cake with low sugar and gluten free