

**RESEARCH AND DEVELOPMENT FINAL PROJECT**

**Cocinar La Papaya**

**(Pepes made from deep fry papaya skin high of vitamins and fibre)**



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AKADEMI KULINER DAN PATISERI OTTIMMO INTERNASIONAL  
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**DEEP FRY THAILAND PAPAYA SKIN**

**(Pepes made from papaya skin)**

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## EXECUTIVE SUMMARY

Papaya fruit which has the latin name *Carica Papaya*, Consist of three parts, the skin, the flesh or the fruit itself, and the seed. Many people usually only consume the flesh or the fruit of papaya, but not many people know that the papaya's skin has many nutrients value that are good for the body. This can be our best opportunity, we try to make a product from papaya's skin which has good taste and affordable. We present you with "*Cocinar La Papaya*" products, which is a short name for Deep Fry Papaya Skin. It's a good choice for people because people nowadays tend to be more curious with non mainstream products, has many nutrients, and affordable. We only use natural packaging which is banana leave as packaging. If want to take away, we use banana leave and oil paper as packaging.

We saw a marketing opportunity of "*Cocinar La Papaya*" mostly among teenagers and adults who concern about health in Surabaya. Teenagers always want to try something new and especially non mainstream things and affordable. And usually, adults tend to try a healthy product which is affordable. We will begin to promote our products in a few campus cafeterias, junior and senior high school, and shopping centers with a consignment system in a selling price of Rp 10.000,- .