

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Endurance Jelly is a good product and is intended for sports people. This product is very good for maintaining performance when someone is exercising. Dates and bananas are the 2 main staples. Dates and bananas have high sugar levels so they can meet energy needs when exercising. Not only that, bananas and dates have high potassium levels so they can prevent cramps or muscle injuries.

Endurance jelly is intended for people who exercise endurance. The target market share is middle to lower class people where this endurance jelly is sold at an affordable price compared to brands that are out there. Thus, people in the lower middle class can also enjoy sports food products like this.

5.2 Suggestion

This Endurance Jelly has a comfort food design where this product is very compact to carry but also contains good nutrition for endurance sports lovers. By packaging in such a way that it can produce a quality product and of course it can last long enough. This is an interesting thing and certainly makes it very easy when someone is exercising for a long period of time but also wants to have continuous energy while exercising.