

RESEARCH AND DEVELOPMENT FINAL PROJECT

Beet-Sweet

(High Antioxidant Beetroot Jam)



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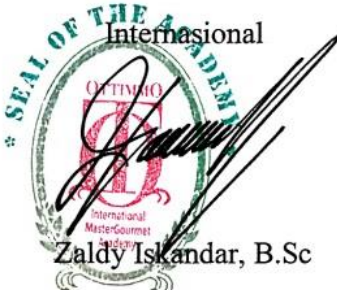
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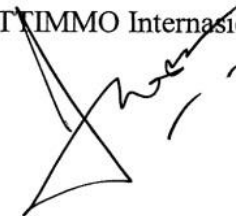


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EXECUTIVE SUMMARY

Beetroot is a unique vegetable that has red color and strong earthy smell. In this product we processing beetroot into a jam, mostly jams are made from fruit but, we make it different from others. People need to eat balance nutrition and exercise to keep their body healthy and fit, beetroot has a lot of benefits to keep you healthy. Beetroot has good amount of fibre, it can help prevent heart disease, diabetes, weight gain, some cancers, and also improve digestive system. There are a lot of benefits by consuming beetroot such as helps in detoxification, low fat and calories, rich in antioxidant, and etc. Since in Indonesia a lot of people don't know beetroot, it is one of our objectives to introduce them but, in a form of jam.

Beet-Sweet is a homemade jam that you can enjoy with slice of toast. It has chunky texture since, we only grated the beetroot. The flavor will be aromatic because, we adding some spices to covering the excess earthy smell from the beetroot. We used local ingredients and some asia spices such as, cloves and cinnamon.

We see an opportunities in the market, that now a lot of people like to taste a new product that still rare in Indonesia and people also doing some healthy lifestyle. We believe our product can be loved by everyone by its unique flavor and health benefits. Customer can find our product in supermarket, minimarket, bakery, and online shop. We provide a delivery service supported by go-jek. Beet-Sweet will be sold for Rp. 25.000 and there will be some promo like buy 3 pay Rp. 70.000. We only sell one sized packaging that is 175ml, we will get Rp. 4.105 profit for each jar sold. BEP will happen if we sold 628 jars. Break Even Point is the production level where total revenues equals total expenses. In other words, the break-even point is where a company produces the same amount of revenues as expenses either during a manufacturing process or an accounting period