

RESEARCH AND DEVELOPMENT FINAL PROJECT

SANO

(Honey Tempeh Ice Cream)

Non-Dairy Healthy Ice Cream with High Protein Content



By

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**STUDY PROGRAM OF
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" HONEY TEMPEH ICE CREAM"
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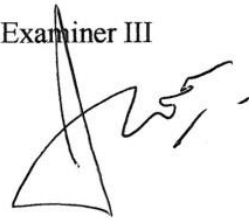
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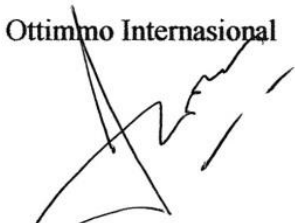
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PREFACE

As a part of the Diploma Curriculum and in order to gain practical knowledge in the field of Culinary Art, the writer required to make a Research and Development as Final Project. In this project report, the writer have included detail of ingredients, cooking methods, nutrition facts, marketing strategy, and also product calculation.

Doing this project report helped us to enhance our knowledge regarding the work in to the attitude of consumer towards the new product, whether it can be acceptable or not.

The writer would like to say thank you for the lecture, Mr. Zaldy Iskandar, Ms. Asri, and Ms. Diana for their help in supervise this product and make this report.

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EXECUTIVE SUMMARY

Many people are generally known tempeh as a food which is served fried, baked, and steamed. Tempeh have many health benefit for human body, and now healthy is one of the goals that everyone want to achieve. The increasing levels of Indonesian intelligence causes improvement of awareness about health concern these days.

Tempeh have an opportunity to be used for dessert application, such as ice cream. It is more healthy than ice cream mostly, because we substitute the milk as a ingredient of the ice cream with soymilk. It helps people that have an *Lactose Intolerance* that cannot consume milk product and prevent illness. This can be the opportunity in Indonesia ice cream industry, and it will be an typical ice cream in Indonesia. Because tempeh is a traditional food that originated in Indonesia.

Target market of "*Sano*" are middle class until upper middle and from children until old people in Surabaya. They like to consume ice cream because of a good taste, so we offer this new ice cream product with good tastes and have a health benefit. We will distribute this product to supermarket, shopping center, and vegan restaurant with a consignment system in selling price of Rp 6.500,- and Rp 6.000,- for agents with certain minimum amount of expenditure. Based on break event point analysis, our product will be successfully reach BEP after selling 1.234 packs. We do a marketing strategy to make this project successfully and profitable.