

RESEARCH AND DEVELOPMENT FINAL PROJECT

MANDAI CHIPS

(High Potassium Cempedak's Skin Chips)



Arranged by :

Betari Aprilia Gunawan

1474130010080

STUDY PROGRAM OF CULINARY ART

AKADEMI KULINER DAN PATISERI OTTIMMO INTERNASIONAL

SURABAYA

2017

RESEARCH AND DEVELOPMENT FINAL PROJECT

MANDAI CHIPS

(High Potassium Cempedak's Skin Chips)

Betari Aprilia Gunawan

1474130010080

Approved by:

Supervisor



Heni Adhianata, STP., MSc

NIP. 19900613 014 016

Examiner I



Asri P.W, STP., M.Sc

NIP. 19891025 1402 015

Examiner II



Irra Chrisyanti Dewi, S.Pd.,

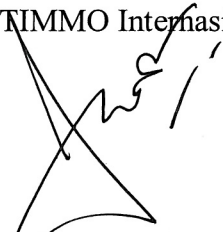
M.S.M

NIP. 197812011702028

Head of Study Program Culinary Art

Akademi Kuliner dan Patiseri

OTTIMMO Internasional



Irra Chrisyanti Dewi, S.Pd.,
M.S.M

NIP. 197812011702028

Director Academy

Akademi Kuliner dan Patiseri

OTTIMMO Internasional



Zaldy Iskandar, B.Sc

NIP. 197310251201001

PREFACE

As a part of the Diploma Curriculum and in order to gain practical knowledge in the field of Culinary Art, we are required to make a Research and Development as Final Project. In this project report we 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 this new product, whether it can be acceptable or not.

Finally, we would like to thank our lecture for their help in supervise our product and making this report

EXECUTIVE SUMMARY

Many people don't know about Mandai. Mandai is the skin of cempedak fruit. Cempedak skin or mandai, is one of East Kalimantan's authentic food. People usually using mandai as a side dish to be eaten with rice and any other dishes. Cempedak itself has a lot of health benefit for human's body. Contains higher vitamin C than jackfruit, and contains dietary fiber that is high enough to help maintain healthy digestive tract and reduce cholesterol levels in the blood

Mandai also usually served as sambal. The writer hope this Mandai Chips can be a new way to enjoying Mandai as a healthy snack that can be enjoyed by all groups of people.

TABLE OF CONTENTS

TABLE OF CONTENTS	1
CHAPTER I	3
INTRODUCTION.....	3
1.1 Background	3
1.2 Objective	4
CHAPTER II	5
PRODUCT DESCRIPTION.....	5
2.1 Product Description.....	5
2.2 Materials and Equipment.....	5
2.3 Production Method.....	12
2.3.1 Standard Operational Procedures (SOP)	12
2.4 Materials Nutrition's Value	13
CHAPTER III.....	17
MARKETING STRATEGY.....	17
3.1 Business Analysis.....	17
3.1.1 Introduction of Industry.....	17
3.2 Short Term Objective	17
3.3 Long Term Objective	17
3.3.1 Opportunity.....	18
3.4 Market Environment Analysis	18
3.4.1 Industrial Analysis	18
3.4.2 Threat of New Entry.....	18
3.4.3 Supplier Power.....	18
3.4.4 Buyer Power	19
3.4.5 Threat of Substitution.....	19
3.4.6 Competitive Rivalry	19
3.5 Marketing Strategies	19
3.5.1 Segmentation, Targeting, Positioning	19
3.6 Marketing Mix	20
3.6.1 Product.....	20

3.6.2	People	20
3.6.3	Price.....	20
3.3.2.4	Place	20
3.3.2.5	Promotion	20
3.3.2.6	Packaging.....	21
3.3.3	TOWS Matrix.....	21
3.3.4	Competitive Advantage	22
3.7	Human Resource Management	22
3.7.1	Team.....	22
3.7.1.1	Task Breakdown.....	22
3.7.2	System Operation.....	23
3.7.2.1	Working Hour	23
3.7.2.2	Recruiting, Selecting, and Interview	23
3.7.2.3	Training.....	23
3.7.2.4	Performance Appraisal	23
3.7.2.4	Salary and Compensation	24
CHAPTER IV	25
PRODUCT CALCULATION	25
4.1	Cost of Production.....	25
4.1.1	Variable Cost	25
4.1.2	Overhead Cost.....	26
4.2	Fixed Cost.....	26
4.3	Break Event Point (BEP).....	26
CHAPTER V	29
CONCLUSION	29
5.1	Conclusion	29
5.2	Suggestion.....	29
REFERENCE	30
APPENDIX	31
Photo of logo and product	31