

CHAPTER 1

INTRODUCTION

1.1 Background

Breakfast is the first meal of the day, that is most often eaten early in the morning before doing activities. Breakfast also might lower the risk of metabolic disorders and cardiovascular diseases (Anonymous, 2013). But sadly, a lot of people nowadays ignore the most important meal of the day because of their busy live, too lazy to make breakfast or simply don't know how to cook simple breakfast.

Breakfast did not have to be fancy and complicated. A simple sunny side up and a cup of hot coffee could boost your performance throughout the day. A single loaf of wheat bread and a spread of your favorite jam is enough to fulfill your breakfast needs.

What we are trying to do here is to help people to make sure that they did not skip the most important meal of the day by simplifying their breakfast ingredient into one jar. We present *Coffee and Go*, our creative creation that combining strong coffee flavor and tasty jam texture into 1 jar.

1.2 Objective

1. Offering our customers with high-quality coffee jam that have not been found in the market these days to fulfill their creative needs.
2. *Coffee and Go* is using only the finest ingredients and preparing it with our utmost care.
3. Introducing our product not only in Indonesia but also internationally, especially in Asia region.