

RESEARCH AND DEVELOPMENT FINAL PROJECT

COFFEE AND GO

(Coffee Jam Rich in Vitamins B2, B5, B3 and Potassium)



By

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STUDY PROGRAM OF CULINARY ART

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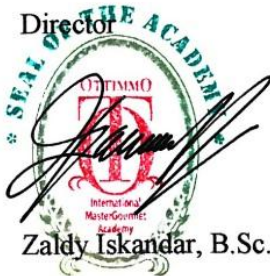
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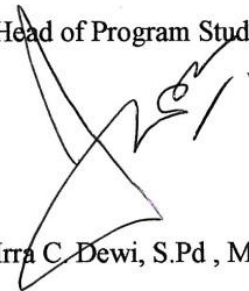
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PREFACE

First thing first, we would like to thank our lecture Mr. Zaldy Iskandar, Ms. Irra C. Dewi , and Mrs. Diana for their help in supervise our product and making this report.

We are required to make a Research and Development Project as a part of Diploma Curriculum and in order to gain practical experience in Culinary Art fields. In this project we have included every detail of the product.

This project helped us to gain experience and exercising our intuition such as determine our target market, calculating customer behavior and work ethic which is valuable for our journey by the time we graduated.

Surabaya, 8 September 2017

Calvin Thenu

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Executive Summary

Coffee is a brewed drink prepared from roasted coffee beans, which are the seeds of berries from the Coffee plant. Coffee is slightly acidic and can have a stimulating effect on humans because of its caffeine content. Coffee is one of the most popular drinks in the world.

Our product combining two most popular ingredients that is mostly used in every household, *Coffee and Go*. We creatively combining coffee and jam into one to provide our customer with new innovation and also a delicious treat to complete their meals.

We saw a great opportunity in this market because our target customers in Surabaya always seeking for a new yet creative product, and also coffee has been already popular in Surabaya as one of its city lifestyle.

We distribute our product to grocery store, minimarkets, local café in a selling price of Rp 18.000,- on consignment system and Rp 17.000,- for agents . To help our product to gain social recognition , we also taking advantages of social media to reach our customers easily and giving out latest information about our product such as promotion, updates and where our product are available.