ABSTRACT

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DEVELOPMENT AND BUSINESS PLAN OF GINGER-BASED BEVERAGE

(xvii + 73 pages: 12 figures, 29 tables, and 14 appendices)

Gingers is a spice that is known to have beneficial health effects. This research focuses on developing a ginger-based beverage that have high acceptability and good health effect by determining the best ginger variety to be used and mixing it with several spices that is known to have high acceptability. Three different ginger variety (jahe merah, jahe emprit, and jahe gajah) and three different spices (cinammon, chamomile, vanilla) were used and the effects towards organoleptic properties and physicochemical characteristics of the samples were observed. The three ginger varieties does not have different level of panelist’ preference. The addition of vanilla increase the acceptability level of the beverage while addition of chamomile and cinammon decreases the acceptability level compared to beverage with no spice addition. The sample with jahe merah with addition of cinammon were shown to have the highest antioxidant activity and phenolic content with IC50 value of 3.2073 ± 0.1851 and total phenolic content of 111.7316 ± 6.4139. Jahe merah was shown to have the highest flavonoid content followed by jahe emprit and jahe gajah. Sample with addition of vanilla and chamomile had been shown to have the highest total flavonoid content followed by samples with cinammon and sample with ginger only. Combination of jahe merah with vanilla and jahe merah with cinammon was chosen as the best formulation. The first for its high acceptability level and the second for its highest functional characteristic. Business plan was developed using the chosen formulation as product for the business. The business plan include the organizational plan, operational plan, marketing strategy, and financial projection (income statement, balance sheet, and statement of cash flow) and financial ratio analysis (return on asset, return on equity, and profit margin). The financial projection showed that the business could achieve positive net income in the second year.

Keywords: Ginger, Cinammon, Chamomile, Vanilla, Antioxidant, Beverage, Business Plan, Marketing Strategy, Financial Projection

References: 29 (1992-2016)