ABSTRACT

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DEVELOPMENT AND BUSINESS PLAN OF ICE CREAM USING BANANA BLOSSOMS (*Musa balbisiana*)

Banana blossom has not been widely utilised despite its fiber content. People’s consumption of dietary fiber is still below the recommended daily value of 35g. This research is aimed to develop ice cream with dietary fiber using banana blossom and to develop business plan for the ice cream. Florets of banana blossom were used for the ice cream along with addition of coconut milk to replace some of the milk fat. Banana blossom concentration of 12.5, 15, and 17.5% were used in the ice cream. Coconut milk concentration of 5, 10, and 15% were used in the ice cream. Physiochemical properties of banana blossom florets were determined such as moisture 90.40±0.00%, protein 0.90±0.00%, fat 4.16±0.00%, fiber 8.31±0.00% and ash 0.73±0.00%. Sensory evaluation of the ice cream was carried out to determine the best formulation of the ice cream based on acceptance, resulting in 15% banana blossom and 10% coconut milk as the best formulation with overall acceptance of 4.57±1.111. Proximate analysis of the best formulation ice cream were done with results of 69.09±1.744% moisture content, 0.7406±0.024% ash, 2.3521±0.196% protein, 15.9351±0.732% fat, and 11.88±2.03% carbohydrate. Dietary fiber of the ice cream was also determined with results of 1.57 g / 100 kcal; categorizing the ice cream as source of dietary fiber. From the market research and market testing, business plan for the ice cream was written for the first five years of operations. Executive summary, industry analysis, company description, market analysis, economics of the business, marketing plan, design and development plan, operations plan, management team and company structure, overall schedule, and financial projections were included in the business plan. The business aimed to assists consumers to consume more dietary fiber for their health, with great taste, and high availability.

Keywords: Banana blossom, business canvas, business plan, dietary fiber, ice cream

References: 38 (1992-2016)