

ABSTRACT

This final project presents a business feasibility study for the proposed Gluten free bakeshop in SCBD Sudirman named Satoe Rassa. With profound gratitude, I bow my heart to the Creator, the source of life and sustenance, for bestowing the strength and clarity to complete this thesis titled the Development of Gluten-Free Sorghum Bread under the Brand Satoe Rassa. This work is more than an academic pursuit; it is a reflection of a deeper calling to contribute to the wellness of individuals and society at large. The focus on gluten-free sorghum bread stems from an earnest desire to harmonize health with nature. In a world increasingly burdened by dietary challenges and lifestyle-induced ailments, this research seeks to offer an alternative that bridges nourishment and care. Sorghum, an ancient grain rooted in tradition, is elevated here as a symbol of wholesome simplicity, embodying the balance between the past's wisdom and the future's innovation. This thesis represents countless hours of research, experimentation, and reflection. Yet, its completion would have been impossible without the guidance and encouragement of many. I extend my deepest gratitude to my academic mentors, whose insights and patience illuminated every step of this journey. To my family and friends, your unwavering belief in me has been my sanctuary. To the unsung heroes in the health and food science communities, your work continues to inspire and guide paths like mine. Health is not merely the absence of illness but a symphony of body, mind, and spirit in harmony with the environment. It is my sincere hope that this research contributes to that harmony by offering a product that not only nourishes the body but also resonates with the soul. Through *Satoe Rassa*, I envision a future where healthful choices are accessible, sustainable, and beautifully human. May this work serve as a humble contribution to the greater conversation on well-being, and may it inspire others to pursue innovations that celebrate the intersection of science, tradition, and compassion. I invite

readers to explore this thesis not only with critical thought but with the same care and intention with which it was written.

Keywords: Business Feasibility, Gluten free bakeshop Café, Healthy,

