

Reinvention of an existing food product: Ayam Kodok



Adrian Adhitya – 310220

BA Hons in International Culinary Arts

Supervisor: Gareth Currie

AIM

The aim of this recreating existed product are to develop, research and evaluate the idea to reconstruct an existed product author's family dish to completely new product which will be successfully launch in Jakarta, Indonesia market.

OBJECTIVES

- ❖ To research young generation's reaction to a new product.
- ❖ To research this product is strong enough to compete against other traditional dish in Jakarta, Indonesia market.

LITERATURE REVIEW

- ❖ Websites
- ❖ Academic Journal Article; Google Scholar, Science Direct.
- ❖ E-Book

METHODOLOGY

Conduct primary research: Mixed method; Qualitative research (Focus Group) and Quantitative research (Questionnaires).

ANTICIPATED FINDINGS

The author expects this new product will be introduced to the right target market

REFERENCES

- ❖ Rosenbloom, C. (n.d). *9 Ways Millenials Are Changing The Way We Eat*. Available at: https://www.washingtonpost.com/gdpr-consent/?destination=%2flifestyle%2fwellness%2f%3f&utm_term=.cd89a8582b19
- ❖ Drucker, P. F. (1985). *Innovation and Entrepreneurship*. New York: Routledge.
- ❖ Gutterman, A. S. (2012). *Organizational Management and Administration: A Guide for Managers and Professionals*. Available at: <http://alangutterman.typepad.com>