

CHAPTER IX

DISCUSSION AND CONCLUSION

IX.1. Discussion

Hard candy is a standard type of sweet which has the widest range of consumer. Taste variations in hard candies can easily made by molding different kinds of essences, spices, etc into the primary dissolved sugar dough, while variations in appearance can be arranged by simply varying the food coloring used. Hard candy is also considered as a more luxurious type of candy, thus may act as gifts and tokens in the same way as the chocolates, but it has the ‘long-lasting’ nature that gives more to it; while the operations are quite simple.

Sugarless hard candy is quite a rare type of candy to be found among the candy market in Indonesia, thus it ease marketing due to the lack of competitiveness. This type of hard candy can also be consumed by consumers with diabetes without worrying about their sugar level in blood; while consumers on diet do not have to feel guilty when consuming the candy since it is known to be low in calorie.

IX.2. Conclusion

The hard candy factory plan is reasonable to build according to the economical and technical analysis. The summary of the analysis are:

1. The factory location is in Pandaan, East Java which is located in Java, thus it is the perfect place for marketing and distribution.

2. The hard candy manufacture process is simple and can be easily applied.
3. From the economical analysis, the factory is profitable since the BEP (Break even point) is less than 60 % and the ROR (Rate of return) is higher than the interest for the mean time (12 %).

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