Reinvention of an existing food product: Ayam Kodok

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**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**