Vegan Crispy Cookies

INTRODUCTION

On this project, the author will make vegan crispy cookies as a new product development. This product is focusing on customer who adapt vegan diet on Switzerland market. According to Bursa (2017), in 2017 there was 987% increase in demand of vegetarian option. This number show that are wide market for vegan product.

The Objective

- To critically analysis New Product Development and Entrepreneurship theory and implement in created vegan crispy cookies.
- To produce vegan crispy almond cookies and collect target market feedback.
- To seek recommendations of vegan crispy cookies commercialization based on the primary research.

The Product

Around 97% adults at least once a day consume a snack, compare to 3 decades ago within 71% (Tan, 2015). Therefore, the author choose snack as the product to develop with. Chestnut and almonds will be the main ingredients on this product and aquafaba as the substitute of eggs.

What's aquafaba?

According to Valle (2015), aquafaba based from latin word for “water” and “beans” and it made of whipped chickpeas brines as a substitute of egg whites. According to Valle (2015), a aquafaba based from latin word for “water” and “beans” and it made of whipped chickpeas brines as a substitute of egg whites.

Do you know?

The European chestnut (Castanea sativa) became the dominant tree species in the colline and submontane (granite) regions south of the Alps and it’s grow in all over Swiss central plateau (Heininger, n.d.).

Every dietary plant contains a different antioxidants and walnuts, pecans, and chestnuts, three of this nuts contains the highest total amount of antioxidant (Bohne & Stif, 2006).

Trial

- On the first trial, the author add salt to the batter and there only 1 flavor.
- On the second trial, the author add a new flavor using raisins.
- On the third trial, the author add a new flavor that is chocolate and add another dried fruits for the topping on the other flavor.

Secondary Research

- Academic journal articles;
- Science direct
- Books
- Data from government organizations, or website.

Primary Research

QUALITATIVE
- Focus Group
- Interview

QUANTITATIVE
- Questionnaire

STEP 01

STEP 02

STEP 03

STEP 04

STEP 05

Teresa Machel
310248