

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 Burca (2017), On 2017 there was 987% increase in demand of vegetarian option. This number show that are a 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.

STEP 01



The Product

Around 97% adults at least once a day consume a snack, compare to 3 decades ago within 71% (Tan, 2013). Therefore, the author choose snack as the product to develop with. Chestnut and almonds will be the main ingredients on this product and aqua faba as the substitute of eggs.



STEP 02

What's aquafaba ?

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



Do you know ?

The European chestnut (*Castanea saliva*) 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 (Heiniger, n.d.).

STEP 03

So far, the author already done 3 times trial and there are few changes on the recipe.

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 flavour using raisins.
- On the third trial, the author add a new flavour that is chocolate and add another dried fruits for the topping on the other flavor.



Focus Group

- The author will invite 6-8 people to tested the product and stated the ideation of the product.

Interview

- The author will invite 6-8 people to tested the product and stated the ideation of the product.

Questionnaire

- The question mostly talk about the product and the author use google form to gather the information.

STEP 04

Secondary Research

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

Primary Research

QUALITATIVE

- Focus Group
- Interview

QUANTITATIVE

- Questionnaire

STEP 05

