

MASCO (MANGO PEELS COFFEE)

INNOVATION OF HEALTHY ARABICA COFFEE DRINKS BASED ON ZERO WASTE SYSTEM

BACKGROUND

Indonesia has a very high amount of mango production. This makes the mango peels waste produced quite a lot too. All this time, mango peels waste is just thrown away.



OBJECTIVES

1. To reduce mango peels waste
2. To reduce bad effect of caffeine

BENEFIT



Reducing mango peels waste.



Healthy Coffee low caffeine which function as anticancer, antidiabetic, and reducing the risk of heart disease.

NOVELTY

SWOT ANALYSIS

Strength

1. Product Uniqly.
2. Easy raw materials.
3. Make healthy.
4. Price IDR 20.000 (USD 2).
5. Indonesian culture taste and aroma

Opportunity

1. In line with the trend.
2. Lack of competition because there is no similiar product.



ZERO WASTE CONCEPT

Podang Mango Peels Waste + Arabica Coffee



End Product



Production

“This concept change **The Podang Mango Peels Waste** to a high value product”

POTENTIAL MARKET



Paten Right



Business to Business Partnership



Investment



Commercial Production



International market

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