

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. 2. Lack of competition
- 3. Make healthy.
- 4. Price IDR 20.000 (USD 2).
- 5. Indonesian culture taste and aroma

Oportunity

- 1. In line with the trend.
- Lack of competition because there is no similar product.



ZERO WASTE CONCEPT

Podang Mango Peels Waste + Arabica Coffee



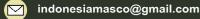
End Product

Production

"This concept change The Podang Mango Peels Waste to a high value product"

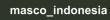
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Paten Right



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Investment



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