

Marketing plan for okra assignment

[Art & Culture](#)



**ASSIGN
BUSTER**

The main focus of this marketing plan is to introduce a new way of eating ice cream without thinking of getting fat and counting the calories you get every spoon of it. This product also teaches us to eat vegetable, especially okra in a different way, because in reality, many people don't like vegetables. Okra is very nutritious. In a recent study, okra or lady finger is a secret weapon against diabetes. Researchers noted that okra is a rich source of dietary fiber and has been traditionally used to manage diabetes. With this product, anybody can eat delicious ice cream in a healthy way. Chapter I.

Marketing Plan Content I. Organization The organizational structure of O cream is a small business concern at present. It has a very limited line of products and needs to make efficient use of its resources. Based on its product offerings, the structure will provide a slim management structure. There is only one who will do all the works and that is me, Inca M. Gabion, Business Administration student major in Marketing Management in Areola University Malabar. 1. 1 Introduction Ice cream is one sweet dessert that everyone satisfies. It is a cause of refreshment and happiness, especially to children and teenagers.

The sweet taste with the soft of ice cream that dissolves in the mouth makes everyone feel happy and cheerful. Very popular now are the mixed ice cream that you can mixed flavors or put toppings or what kind of seasoning that you want to put. And also homemade ice cream is becoming popular for consumers that want different taste, smell, colors, and ingredient. Now, the trend of ice cream has been change to the old traditional homemade in the reason of taste and healthy for family. That's why chose to do the O cream,

short for Okra ice cream. Its for people who wants to eat ice cream but on a strict diet or want to lose weight.

Okra ice cream can make a variety of ice cream, creates quality and healthy delicious product, because okra is one of the popular nutritious vegetables. Okra has many health benefits. Among of those are: The pods are among the very low calorie vegetables. They provide just 30 calories per 100 g, besides containing no saturated fats or cholesterol. Nonetheless, they are rich sources of dietary fiber, minerals, and vitamins; often recommended by attributions in cholesterol controlling and weight reduction programs. The pods contain healthy amounts of vitamin A, and flavoring anti-oxidants such as beta-carotene, xanthium and eluting.

It is one of the vegetables with highest levels of these anti-oxidants. These compounds are known to have antioxidant properties and are essential for vision. Vitamin A is also required for maintaining healthy mucus membranes and skin. Consumption of natural vegetables and fruits rich in flavorings helps to protect from lung and oral cavity cancers. The pods are an also good source of many important minerals such as iron, calcium, manganese and magnesium. Also Okra helps the ice cream to be creamier with less fat and it helps Increase the shelf-life of an ice cream. . 2 History of Ice Cream Ice cream's origins are known to reach back as far as the second century B. C. , although no specific date of origin nor inventor has been indisputably credited with its discovery. We know that Alexander the Great enjoyed snow and ice flavored with honey and nectar. Biblical references also show that King Solomon was fond of iced drinks during harvesting. During the Roman

Empire, Nero Claudia Caesar (A. D. 54-86) frequently sent runners into the mountains for snow, which was then flavored with fruits and juices.

Over a thousand years later, Marco polo returned from China to Italy with a recipe that closely resembled what is now called sherbet. Historians estimate that this recipe evolved into ice cream sometime in the 16th century.

England seems to have discovered ice cream at the same time, or perhaps even earlier' than the Italians. " Cream Ice," as it was called, appeared regularly at the table of Charles I during the 17th century. France was introduced to similar frozen asserts in 1553 by the Italian Catherine De Medici when she became the wife of Henry II of France.

It wasn't until 1660 that ice cream was made available etc the general public. The Sicilian Procom introduced a recipe blending milk, cream, butter and eggs at Cafe Proceeded , the first cafe in Paris. Seventy-six years later, the first ice-cream parlor in America opened in New York City. In the Philippines, ice cream was introduced during the American Occupation when refrigerators and other cooling devices were introduced. While American ice cream was made with cows milk, using the milk of the arropa, a kind of water buffalo, resulted in a cheaper product which became known as " sorbets. Both kinds of milk are widely used today. Coconut milk and cassava flour are two other ingredients used that make sorbets distinct from ice cream made in other countries. Flavors also varied from the usual natural fruits such as mango, avocado, melon, kiwifruit, coconut and strawberry to flavors imitating commercial ice cream such as chocolate, cookies and cream, cheese, mocha and be.