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APPENDICES

APPENDIX 1: INTERVIEW TRANSCRIPT

INTERVIEW TRANSCRIPT

“The Potential Analysis of the Pineapple Chips Household Business in Kuala Alam Village”

Respondent Identity

Full Name : Zulkifli

Position : Director of BUMDes Kuala Alam

Address : Kuala Alam, GG. Masjid II

Good afternoon Mr Zulkifli, introducing my name Rismawati Putri. I am a student of Politeknik Negeri Bengkalis, currently in semester 7. And now I am in the process of completing my thesis sir. For my research title related to pineapple chips products developed at BUMDes Kuala Alam, namely the analysis of the potential of pineapple chips products. and for that, I ask for your willingness to answer a few questions related to the above.

Interviewer : What makes the flavour of pineapple chips unique and innovative?

Interviewee : The pineapple chips product has an innovative and unique flavour, this is because it goes through a processing method that is not commonly found in similar products and is also a new innovative product developed at BUMDes kuala alam. We know the importance of constantly monitoring market trends, gathering customer feedback, and innovating

continuously to keep the pineapple chips product relevant and attractive to consumers.

Interviewer : How does the high quality and freshness of this product differentiate it from competitors?

Interviewee : The pineapple chips in our household are made from specially selected pineapples. We work closely with local farmers to source ripe and fresh pineapples, thus maintaining the high quality of our products. The uniqueness of our products lies in the fact that we do not use any harmful additives.

Interviewer : How does strong branding support consumer acceptance of pineapple crisps products?

Interviewee : The attractive packaging design and logo we create are visual elements that can make our products stand out in the minds of consumers. We ensure that the design reflects the quality, hygiene and uniqueness of our products.

Interviewer : How does strong branding support consumer acceptance of pineapple crisps products?

Interviewee : The attractive packaging design and logo we create are visual elements that can make our products stand out in the minds of consumers. We ensure that the design reflects the quality, hygiene and uniqueness of our products.

Interviewer : What makes this product packaging attractive to customers?

Interviewee : Minimalist, easy-to-read packaging design can create an impression of cleanliness and high quality. pineapple chips product packaging can be a powerful marketing tool and increase the attractiveness of the product in the market.

Interviewer : How does dependence on the pineapple harvest season affect product availability?

- Interviewee : The pineapple harvest season can result in fluctuations in the quantity and quality of pineapples available. A good season may produce more fruits of good quality, while a bad or unstable season may reduce supply and affect the quality of raw materials.
- Interviewer : How do high production costs due to specific raw materials affect product selling prices?
- Interviewee : Additional costs associated with specific raw materials, such as storage or preservation costs to overcome seasonal limitations, can be an additional burden on production costs. The more complex the production process, the greater the associated costs.
- Interviewer : How does the limited variety of products affect the diversity of offerings?
- Interviewee : The limited product variety of pineapple chips may hamper the business's ability to reach a wider market segment. Some consumers have diverse preferences, and when product variety is limited, businesses may miss opportunities to appeal to and satisfy different groups of consumers. Markets are always changing, and limited product variety may make pineapple chips less responsive to changes in market demand.
- Interviewer : How does limited global distribution limit international market potential?
- Interviewee : To overcome limited global distribution and maximise international market potential, BUMDes need to develop efficient distribution strategies, understand international regulations, and have the flexibility to tailor products and services to local market needs.
- Interviewer : How can pineapple chips capitalise on the increasing consumer interest in healthy snacks?

- Interviewee : By capitalising on the trend of consumer interest in healthy snacks and adapting marketing strategies and product formulations, pineapple chips products can successfully attract consumers who are looking for healthy and tasty snack options.
- Interviewer : How can expansion into international markets open up new growth opportunities?
- Interviewee : BUMDes build strategic partnerships with local players or international companies. Partnerships can provide access to additional resources, local knowledge and support needed to succeed in international markets.
- Interviewer : How can partnerships with health food stores increase market penetration?
- Interviewee : By implementing this partnership strategy, pineapple chips can maximise the benefits of partnering with health food stores and build strong relationships with consumers in the health market.
- Interviewer : How does the company handle the challenge of meeting the demand for product variety while maintaining quality and consistency?
- Interviewee : Selecting raw materials and producers that are reliable and have a reputation for quality. Close co-operation with supplying farmers and manufacturers can help in ensuring consistency of raw materials and production processes.
- Interviewer : How do you cope with increased competition from similar products that could threaten your market share?
- Interviewee : We try to adapt quickly to changes in consumer preferences or market trends. Flexibility in customising products and marketing strategies can help you stay relevant.
- Interviewer : How can weather uncertainty affect pineapple supply and product production?

- Interviewee : It affects the production of pineapple chips because unstable pineapple availability can result in uncertainty in the supply chain. This can complicate production planning and result in fluctuations in the availability of raw materials for pineapple chip production.
- Interviewer : What strategies can the company take to manage the risk of raw material price fluctuations?
- Interviewee : Establishing co-operation with other raw material suppliers can help BUMDes diversify supply and reduce dependency on a single source of raw materials. This can provide greater flexibility in dealing with price fluctuations.
- Interviewer : How can changes in food regulations hinder product production and distribution?
- Interviewee : To address these potential obstacles, we adopt a proactive approach to regulatory changes, engage with stakeholders, and continuously monitor developments in the area of food regulations. The implementation of effective risk management practices can also help the company to remain resilient and flexible in the face of regulatory changes.