

ABSTRACT

Hesti Silvia Putri. 2024. Business Innovation of Smoothies Cava as a Food Product Source of Iron and Vitamin C for Anemia Prevention in Adolescent Girls. Scientific Paper, Diploma 3 Nutrition Study Program, Nutrition Department, Politeknik Kesehatan Malang. Supervised by **Mrs. Ir. Astutik Pudjirahaju, M.Si.**

The prevalence of anemia in adolescents aged 15-24 years reaches 32%, according to the 2013-2018 Basic Health Research. One of the main causes is iron (Fe) deficiency. To prevent anemia, the consumption of foods rich in vitamin C, which can enhance iron absorption, such as smoothies, is an alternative treatment. This study aims to analyze the business innovation of Smoothies Cava as a food product source of iron and vitamin C for anemia prevention in adolescent girls.

The research was conducted in June 2024 using an exploratory survey approach. Smoothies Cava was sold at Rp 15,000 per bottle, with a total of 60 bottles sold, generating revenue of Rp 900,000 and a profit of Rp 190,500. SWOT analysis showed an aggressive strategy in quadrant I, utilizing strengths to seize opportunities. The average buyer response to the product's taste, packaging, label, and price fell into the "like" category.

Keywords: Anemia, food products, smoothies