

INDONESIA PASTRY ALLIANCE (IPA)

JAJAN PASAR INNOVATIVE & YUMMY



INDONESIA PASTRY ALLIANCE (IPA)

JAJAN PASAR SWEET AND SAVOURY



How To Develop Innovative Jajan Pasar

- Come up with fresh Idea
- Choose a good quality of ingredients
- Must Have knowledge and Skill
- Good execution



CREATIVE, NEW IDEA AND ELEGANCE



CREATIVE

➤ Jajan pasar for Public market

➤ Jajan Pasar for Take away



➤ Jajan Pasar for Dine in



NEW IDEA

➤ Fresh



➤ Appetite



➤ Applicable



Elegance



- Good Looking
- Pride
- Value





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**SUCCESS IS NOT ABOUT ACHIEVEMENT,
BUT ENJOY THE PROCESS**





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