

## ABSTRACT

This project is concerned with food products. Since food is one of human's basic needs, the quality of food is a major factor for human life. To obtain the standard level of quality, preservation of it could not be considered separately. Packaging is the major factor to preserve the food nutrition and maintain the quality of food.

Crab sausage is one popular dish accepted by customers. To improve and implement several steps of quality control by inventing packaging with vacuum machines because it will maintain freshness of raw material and retain original taste and ease the customer in transporting and storing. To gain more sales volume and profit, the company can expand the market size by launching crab sausage with vacuum packaging at selling point and direct sales indoor.

The company will focus on new target market which later on can turn to be target group of the organization by analyzing the marketing strategies of each target market.