# **PERTEMUAN 9**

# **Riset Usaha**

**FORM PENILAIAN CITRA RASA**

**Nama Perusahaan :**

**Merek Produk :**

**Nama Penilai (opsional) :**

| **Kategori Penilaian** | **Skore Penilaian** | | | |
| --- | --- | --- | --- | --- |
| **4** | **3** | **2** | **1** |
| **Warna** |  |  |  |  |
| **Tesktur** |  |  |  |  |
| **Aroma** |  |  |  |  |
| **Rasa** |  |  |  |  |
| **Packaging** |  |  |  |  |
| **Penampilan** |  |  |  |  |
| **Kreatifitas ide makanan** |  |  |  |  |
| **(dan penilaian lainnya menyesuaikan dengan produk)** |  |  |  |  |

**keterangan:**

**4 = Sangat Baik**

**3 = Baik**

**2 = Cukup Baik**

**1 = Kurang Baik**