

# **QUALITY IMPROVEMENT OF STUFFED CHICKEN**

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## ABSTRACT

First the market of stuffed chicken in maxies farm shops was studied. Market survey was done by visiting maxies farm shops and asking questions to customers. SWOT analysis was sketched and short objectives were drawn. And with the help of customer's feedback, the procedure of making stuffed chicken was changed. Before that, existed stuffed chicken was prepared and send to the sensory evaluation using 25 panelists. Improved stuffed chicken was made up of vacuum and pickling processes and it was also send to the sensory evaluation for three trials. Labeling of stuffed chicken was also changed from using oven to micro wave according to the thawing temperature. There are significant differences ( $p < 0.05$ ) in the outcome of existed and quality improved product of stuffed chicken. Improved stuffed chicken can be suggested as a healthy high quality, convenient and delicious and nutritious food which is very easy to prepare for the single individual, for a couple or a family appealing to both the young and old.

Key words: Stuffed chicken, Quality, Market survey, SWOT analysis, Sensory evaluation.