

## **Dishwashing Soap from Lime and Pandan Leaves**

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### *ABSTRACT*

*This entrepreneurial project aims to develop and market an innovative dishwashing soap, using lime and pandan leaves as the main ingredients. The main focus of the project was to create a product that combines cleaning effectiveness with the advantages of natural fragrance and environmental sustainability. Lime is used for its ability to combat grease and odor, while pandan leaves provide a refreshing and calming aroma. This project includes the stages of product formulation, effectiveness testing, market analysis, and marketing strategy. Test results show that this soap is effective in cleaning cutlery, has a refreshing and long-lasting aroma, and is environmentally friendly. Market analysis shows good potential acceptance in the consumer segment that cares about environmentally friendly products. The project aims to meet the market need for high-quality and sustainable cleaning products while providing positive economic and environmental benefits.*

**Keywords :** Soap, Lime, Pandan Leaves