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## CHAPTER III

### OPERATIONAL PLAN

#### A. Location and Facilities

*Hatea Ice Cream* will be open in Mall area and canteen officer. This company also will be joining several events such as food festival and school/university bazaar. The specific area will be held in BSD and surrounding. to facilitate customers, both online and offline bookings will be provided free tissue. Each outlet in the offline store will be equipped with an ice cream machine, freezer, topping container, with a small chair and small table next to the counter as a place to enjoy *Hatea Ice Cream*. Besides that, Hatea's official Instagram account (@ha.teaa) is also provided as a place of interaction between the customer and the company. Where later, there will be info about promos or news about *Hatea Ice Cream*.

#### B. Technology

*Hatea Ice Cream* does not use high-technology equipment. The cooker of this product just needs a basic cooking technique such as:

- a. Preparing all of the ingredient
- b. Mixing ice cream batter
- c. Packaging
- d. Freezing

#### C. Equipment and Tools

The equipment and tools that needed for operational are:

Table 3.1 Equipment & Tools

Freezer Ice cream	Measurement jug
Ice Cream Machine	Spoon
Mixer	Rubber Spatula
Bowl	Scoop Ice cream
Gastronom	Container
Strainer	Packaging

#### D. Daily Operation

For the offline selling, will be open from 10 a.m. until 10 p.m. a whole week. The preparation time will start at 4 p.m. on the day before, start from making soaking tea leaf in heavy cream for about 2-4 hour. Then, mix with all ingredients using mixer and put it on freezer. Next is restocking the ice cream to the store. After that, check all of the topping stock also with the ice cream spoon and tissue. Then, check the previous day selling money. Last, clean the counter area, equipment, and tools. After finish, the store ready to open.

For closing time, start from remove all the trash. Store the condiments and toppings. Then clean the counter areas. Last, count the selling income and revenue.