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CHAPTER III

OPERATIONAL PLAN

A. Location and Facilities

As a street drink seller will join the bazaar at campus or food and beverage event or festival to introduce the product to public and will sell online by Go-food and Grab-food.

To facilitate the customer, street mojito will provide tissue and straw. Customer can give their feedback or complaint through e-mail (streetmojitodrink@gmail.com) or Instagram (@streetmojito)

B. Technology

Street Mojito uses social media as a media that connect the company and customers.

C. Equipment and Tools

The equipment and tools that needed for the operational is:

1. Cutting Board
2. Ice box
3. booth
4. Measurement jug
5. Jigger
6. Packaging (bottle 250 ml)
7. Sticker (the size 6 cm x 6cm)
8. Tong
9. Syrup bottle
10. Container box

D. Daily Operation

The store will open from Monday until Sunday 10 a.m. Until 9 p.m. The preparation time will start at 9.30 a.m., start from prepare the nata de coco & lemon and put it in the box, put the ice into ice box and then pour the syrup into the syrup bottle. After that, check all of the topping stock and tissue. Then, check the previous day selling money. When finish, clean the counter and the store ready to open.

The Mojito will be made when there is an order only to keep it fresh. When closing time, start from remove all the trash and put the syrup, topping and fruit in the box. Then cleaning the counter and lastly counting the selling.

Table 3.1 Daily Operational

Time	activities	remarks
Preparation 9.25 – 9.55 a.m.	<ul style="list-style-type: none">- Prepare topping- Prepare fruit- Prepare ice cubes- Prepare the syrup- Check the tissue	Weekday @15 Weekend @ 25
Operational 9.56 a.m. – 8.45 p.m.	<ul style="list-style-type: none">- Opening- Selling the product	
Closing 8.45 – 9.00 p.m.	<ul style="list-style-type: none">- Closing- Check the selling money- Clean the counter- Check all stock	

CHAPTER IV
FINANCIAL PLAN

No	Product Name	Target	Cost Price	Selling Price	Total Cost	Total Sales	Profit
1	Fruit Punch 350 ml	450	Rp 8,411	Rp 15,000	Rp 3,784,950	Rp 6,750,000	Rp 2,965,050
2	Lychee 350 ml	450	Rp 8,127	Rp 15,000	Rp 3,657,150	Rp 6,750,000	Rp 3,092,850
3	Lemon 350 ml	450	Rp 8,111	Rp 15,000	Rp 3,649,950	Rp 6,750,000	Rp 3,100,050
Total					Rp 11,092,050	Rp 20,250,000	Rp 9,157,950

Gross Profit		Rp 9,157,950
Controllable Expense	Salaries and Wages	Rp 2,000,000
	Employee Benefit	Rp 1,000,000
	Other Controllable expense	Rp 1,000,000
Total Controllable Expense		Rp 4,000,000
Income before occupancy cost , interest , depreciation, and income taxes	Occupancy Cost	Rp 1,000,000
depreciation		Rp 182,500
Total		Rp 1,182,500

equipment and tools	Rp 1,465,000
Total	Rp 6,647,500

Company Profit	Rp 3,975,450
Total Capital	Rp 11,092,050

A. Financing

Booth	: Rp 1.000.000	= Rp 1.000.000
Icebox	: Rp 200.000	= Rp 200.000
Tong	: Rp 50.000	= Rp 50.000
Jigger	: Rp 30.000	= Rp 30.000
Measurement jug	: Rp 20.000 x 2	= Rp 40.000
Syrup bottle	: Rp 15.000 x 3	= Rp 45.000
Container Box	: Rp 70.000	= <u>Rp 100.000</u> +
		Rp 1,465,000

The total capital for Street Mojito is Rp 11,092,050. Company get investment from owner family and investor. Based on forecast, this company targeting to sell 450 products and the business profit reach Rp 3,975,450 each month. The company will have the financial return in 3 months