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## CHAPTER III

### OPERATIONAL PLAN

#### A. Location and Facilities



*Figure 3.1 Location of Product Sales*

Nay's satay will be located in Mayang Mangurai, Kec. Kota Baru, Jambi city. It will be located in Kesiko 2 in the form of tenants with outdoor concepts. After being researched in July 2019, Kesiko 2 has no tenants who sell satay menus. In Kesiko 2 there are tenants who sell drinks, snacks and heavy food, so Nay's satay focuses on selling food products only.

Kesiko 2 also provides facilities to customers such as:

- |                       |             |
|-----------------------|-------------|
| 1. Table              | 4. Musholla |
| 2. Chair              | 5. Toilet   |
| 3. Large parking area | 6. Sink     |

Another factor that makes Kesiko 2 crowded is the presence of live music on every Thursday until Sunday and with public areas arranged in such a way and combined with selfies spot. Therefore, Nay's satay chooses Kesiko 2, so the customers feel comfortable when eating nays satay.

## B. Technology

Nay's satay uses social media as a media that connect to customers. Besides that, for offline selling, Nay's satay does not use high-technology equipment. To make Nay's satay product needs a basic cooking technique such as:

1. Prepare all of the ingredient
2. Operating stove

## C. Equipment and Tools

The equipment and tools needed for the operational Nay's satay is:

1. Minibar fridge
2. Stove
3. Cutting board
4. Bowl
5. Frying pan
6. Blender
7. Scale
8. Knife
9. Tong
10. Plastic spoon
11. Packaging

## D. Daily Operation

Nay's satay is done on weekdays from Monday to Sunday with working hours at 07.00-23.00WIB.

*Table 3.1 Nay's Satay Daily Operation*

NO	Responsible	Hour	Activity
1.	Andi, Nia, staff 1	07.00-15.00	Make satay, rice, sauce
2.	Staff 2 and 3	18.00-18.30	Open tenant and prepare the ingredients and packaging at tenant, utensils and equipment.
3.	Staff 2 and 3	18.30-23.00	Selling products

*Table 3.2 Nay's Satay Scheduled*

Name	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Andi							
Nia							
Staff 1							
Staff 2							
Staff 3							

Off  
 Monitor in Kesiko