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CHAPTER II

GENERAL DESCRIPTION

A. Yumamz's Profile

1. History



Figure 2.1. Yumamz's Logo

At the end of January 2021, Jovanca Sherano as the writer, Chelsea Damaris, Ivio Lenny, and Carrollina Anastasya formed and established a food outlet called Yumamz. Located in Gading Serpong, Yumamz is one of the outlets in a strategic location since it is surrounded by food shophouses, street vendors, across from the school, and close to a mall and a supermarket.

Indonesia is one of the most famous countries in the culinary field. Each province has its unique traditional foods and has its history. Rich in spices, these traditional foods are combined with various spices from Indonesia and produce a distinctive taste. Apart from taste, there are many benefits in the cooking ingredients used so that these traditional foods are still existed and often consumed by people today.

Limited by area, Yumamz brings some traditional food out of its native area and sells it in Tangerang as its center for now. Tiwul and Cenil came from East Java, were two of the Yumamz's first choices to be introduced to the people in Tangerang. It is combined with seasoned chicken and Indonesian spices or with other traditional menus. The unique thing is that Yumamz also uses presto yellow spices to make Kremes, Crispy Chicken Skin, and Tiwul Fried Rice.

After conducting quantitative and qualitative surveys, the Yumamz team agreed to introduce these products because many millennial and Z generations around Gading Serpong still do not know about the two. Yumamz chose an eye-appealing modern design or theme and tried to up to date with the times to introduce it.

Doing business during a pandemic, Yumamz continues to prioritize environmental cleanliness and the health of each team. Routinely cleaning the workplace, maintaining the cleanliness of the surrounding environment, and wearing Personal Protective Equipment following Health Protocol Standards are carried out to make customers feel safe when buying Yumamz products. Also, the team is divided into shifts each day to keep the distance from each other.

2. Facilities

Yumamz can run because of the supporting facilities to help the process.

Here are the facilities owned by Yumamz.

a. Kitchen



Figure 2.2. Kitchen

The picture above is the kitchen used for mise-en-place; washing, drying and storing dishes, cutleries, frying pans, et cetera; and restock or Ayam Presto and Sambal Terasi.



Figure 2.3. Freezer

The picture above is a freezer used to store the Chickens and Sambal Terasi before and after cooking. This freezer is defrosted every few days so that the sticky ice does not hinder the use of the freezer.

b. Storefront



Figure 2.4. Storefront

The image above is the Storefront with the stove and the table to sell the products. The storefront has been equipped with a menu displayed on the glass and a QRIS Barcode so customers who do not have cash can make payments by scanning the barcode. It is located right next to the other two shophouses of the kitchen. Located right in front of the Church, the team pays rent each month and works from Monday to Saturday. Three chairs can be used for customers to sit while waiting for the food is being packed. This Storefront is wiped routinely with disinfectant every day, morning and night, and gets deep cleaning every once a week to ensure the cleanliness of Yumamz.

c. Storage



Figure 2.5. Storage

The picture above is a place to store the supplies. All the supplies are put in the box container because it can accommodate quite many items neatly.

B. Organizational Structure

1. Company Structure

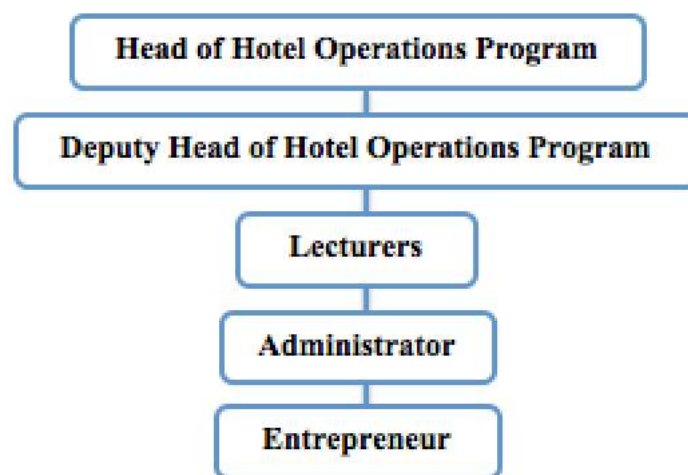


Chart 2.1. Company Structure

During Entrepreneurship, several sections organize and manage the team in carrying out its duties, as shown in the chart above. The process from beginning to end of Entrepreneurship is supervised and assisted by Head and Deputy Head of Hotel Operations and many lecturers that also have the task of guiding and monitoring team performance to run according to the standards by UMN. The lecturers can serve as Head Examiners, Examiners, and Advisors. After completion, the writer and team will present the results of conducting Entrepreneurship to the Head Examiner and Examiner to test the team's performance and ability after practice. Finally, the Head of Hotel Operations will approve to proceed to the next stage if the Head Examiner considers that the team has succeeded in carrying out its work.

2. Department Structure

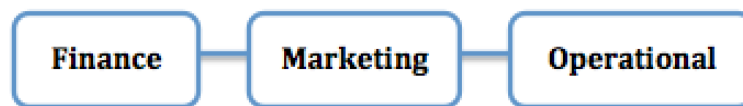


Chart 2.2. Department Structure

Yumamz is divided into three departments that have different responsibilities. These are the responsibilities of the three departments.

- a. The Finance's responsibilities include:
 - 1) Preparing for cash flow budget
 - 2) Doing procurement and purchasing
 - 3) Recording income and expenses
 - 4) Calculating cost and profit for all recipes
 - 5) Tracking monthly-yearly revenue
 - 6) Creating financial statements
 - 7) Preparing daily budgeting and starting cash
 - 8) Handling operational transactions, transport, promotional budget, et cetera.
 - 9) Forecasting Budget
 - 10) Developing Yumamz's Cash Book, Sales Book, et cetera.

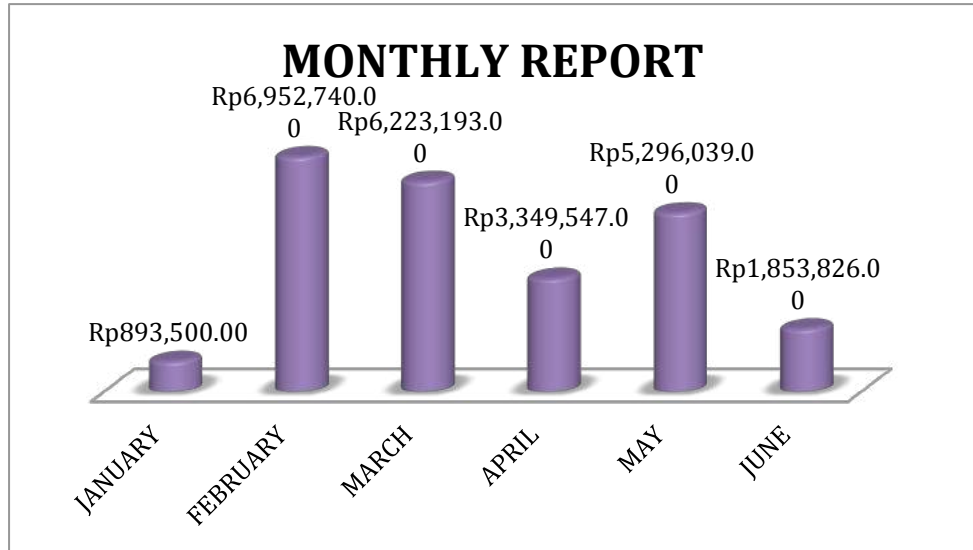


Chart 2.3. Yumamz's Monthly Report

The charts above are the results of Yumamz's monthly income from January to June. Yumamz managed to get revenue of Rp893.500,00 for eight working days. Then Yumamz experienced a significant increase in revenue in February to reach Rp6.952.740,00. In March, Yumamz experienced a slight decline and peaked in April due to fewer people passing by in the middle of Ramadan. This happened until mid-May because it was still approaching Eid Day. Finally, after going through this period, Yumamz back experienced an increase in sales.

- b. The Marketing's responsibilities include:
 - 1) Preparing and handling marketplaces for distribution purposes (Shopee, Tokopedia, Grab Food, GoFood)
 - 2) Monitoring online orders
 - 3) Creating promotion content for Instagram feeds, Instastory, Instagram Highlights, et cetera.
 - 4) Promoting in platforms such as Instagram, Facebook page, Facebook Ads Manager, Whatsapp Business, and Tiktok
 - 5) Building and maintaining a good relationship with customers by following, liking, or commenting on other peoples' account to get higher engagement
 - 6) Finding suppliers to get supplies according to the budget
 - 7) Finding talent or partnership for promotional purposes
 - 8) Building and maintaining a good relationship with suppliers by always being polite and patient
 - 9) Being the company's representative
- c. The Operational's responsibilities include:
 - 1) Creating recipes (Ayam Presto Bumbu Kuning, Sambal Terasi, Kremes, Crispy Chicken Skin, Cenil, Nasi Goreng Tiwul, et cetera.)
 - 2) Restocking Chicken and Sambal twice a month
 - 3) Restocking Crispy Chicken Skin and Kremes daily
 - 4) Recording stock supplies
 - 5) Creating guidelines for tracking supplies and stock using a FIFO system (First-In-First-Out)
 - 6) Maintaining hygiene and cleanliness
 - 7) Doing daily cleaning: moving the storefront and the counter; wiping or cleaning all the surfaces, installing gas, preparing equipment, tidying up the boxes, washing the fresh vegetables
 - 8) Making invoice for offline sales
 - 9) Closing: calculating daily net sales