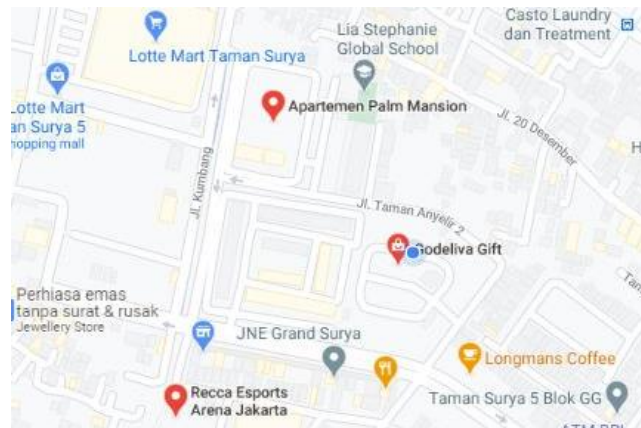


## CHAPTER III

### OPERATIONAL PLAN

#### A. Location & Facilities

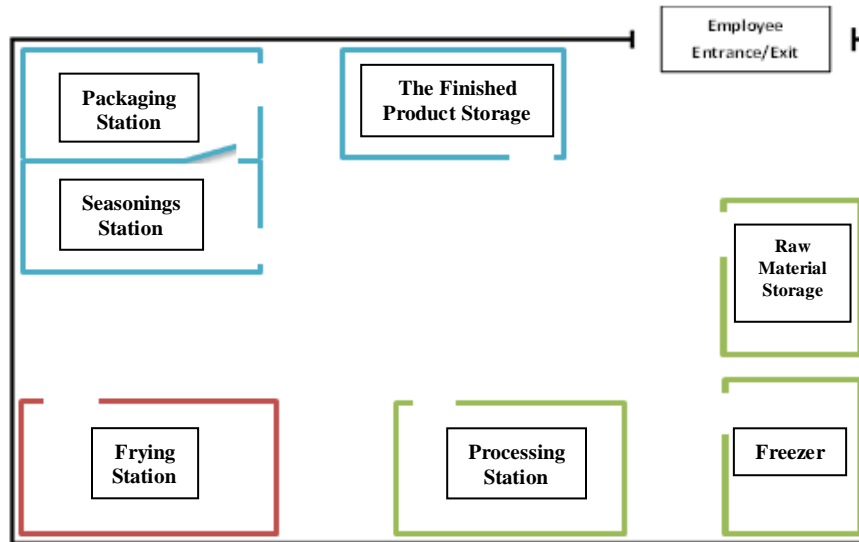
Location is a position or place that greatly influences the smooth running of business, both in production and marketing. The location is determined based on the target market for a product to be sold. While for the production process, it is determined based on a supportive environment and the presence of suppliers.



Picture 3.14 Royal Palm Cluster Map

The location for manufacturing Maofish products, is in The Royal Palm Cluster, Jl. Taman Surya 5, Pegadungan, Kalideres, West Jakarta. Next to Godeliva Gift, this location sells wedding souvenirs and is behind the Longmans coffee shop and JNE Grand Surya. Other than that, Royal Palm Cluster also adjacent to the Palm Mansion Apartment because it is located in front of the apartment. This location can be reached through several accesses such as through the Taman Palem or Citra 6 area, then towards to Jalan Taman Surya 5. Then, it can be passed through the Daan Mogot area to Jalan Sumur Bor. From Jalan Sumur Bor can go through two access, there are the Citra 2 area or Jalan Taman Surya Boulevard.

The kitchen is one of the places that must be owned by a company, especially in the food and beverage sector. Therefore, many kitchen layouts are arranged in an ideal and detailed. A kitchen layout will significantly affect the production operations of a product, so it is essential to streamline and smooth production operations.



Picture 3.15 Kitchen Layout Plan

The kitchen layout plan owned by the Maofish company has a vast enough distance from one station to another. This distance is made to make the employees can more freely and don't feel stuffy when working. The arrangement of this kitchen layout is also sorted by workflow or manufacturing process flow of the product, it will make the employees more comfortable and faster at work. The raw material is storage placed close together with the freezer and processing station to make the employees easily pick up ingredients and immediately continue the process. In processing station is a place for processing raw materials and forming the *pempek kulit* crackers. Then, taken to the frying section to be fried in the air fryer until becoming crispy crackers. Besides that, the packaging and seasoning station are combined because products that have been flavored should be packaged immediately to maintain the flavor that has been given. Then, it can make more speed up at work. Lastly, the finished product storage is a place to put and recheck Maofish's finished products, then ready to be distributed.

## B. Manufacturing/Service Methods

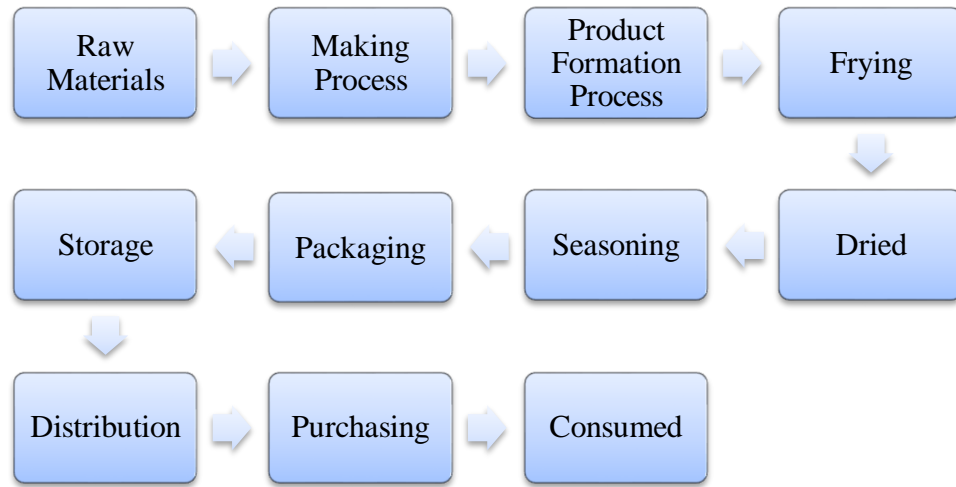


Chart 3.7 Manufacturing Chart

The process of making Maofish products is done with very carefully and regularly to produce a quality products. The product's initial manufacturing process starts with the main raw material, that is mackerel fish which has been finely ground. In the making process, mackerel fish are mixed with several other ingredients such as flour, salt, pepper, and others. In this process, attention is paid to produce products with delicious taste. Furthermore, the dough shaped and thinned to create a crunchy product and fried using an air fryer at 200 degrees Celsius for 15 minutes. After that, dried for 30 minutes at room temperature, seasoned, and do the packaging. Before the distribution, keep in storage for a day to double check regarding the product's completeness and the company distribute to souvenir stores, restaurant and online stores. Lastly, the products are purchased directly by consumers in souvenir stores or online stores without pre-orders and consumed.

### C. Supplies & Suppliers

Table 3.8 Supplies and Suppliers

No	Supply	Supplier
1	Air Fryer (Signora)	Tokopedia (@Multihome, North Jakarta)
2	Freezer (LG)	Courts Megastore Kota Harapan Indah, Bekasi
3	Hand Mixer (Oxone)	Tokopedia (@HarcoLaris89, North Jakarta)
4	Big Bowl (Tupperware)	14 ilir Market, Palembang
5	Scale (Tanita)	Shopee (@timbanganjkt, West Jakarta)
6	Knife (Value Plus)	Hypermart, Gading Serpong, Tangerang
7	Tong (IKEA)	IKEA, Alam Sutra, Tangerang
8	Cutting Board (IKEA)	IKEA, Alam Sutra, Tangerang
9	Wet Ingredients	Putra Fish Shop, West Jakarta
10	Dry Ingredients	Laris Market, West Jakarta

## D. Control Procedures

The smooth running of a business is not only influenced by external factors, but also internal factors. Production operations that run smoothly will help success in internal factors. Therefore, the existence of procedures in the production process will help to achieve business success. Maofish company has implemented several procedures to maintain operational and production quality, there are the procedure for purchasing raw materials, production, distribution, and payment.

### 1. Purchasing raw materials

- a. The company purchases the supplies based on the quality of materials owned and reliable suppliers.
- b. The purchase of wet ingredients especially mackerel fish must be far from expired, at least two months before the expiration date and originally from Palembang.
- c. The dry ingredients, such as pepper, salt, sugar, and others are purchased at least five months before the expiration date.

### 2. Production

- a. The employees must wear a uniform along with gloves and a hair cap to keep the product clean.
- b. When starting production, it must be ensured that all equipment are clean, the milled mackerel fish used is fresh and should not be frozen.
- c. In the frying process, it must be for 15 minutes at a temperature of 200 degrees Celsius.
- d. Before being seasoned, the *pempek kulit* crackers must be left to stand until room temperature.

### 3. Distribution

- a. Must use FIFO (first in first out) system to make the product is not stored for too long, avoids the expiration of the product, and makes it easy to record incoming and outgoing products.

#### 4. Payment

- a. The payment methods use cash on delivery system to pay vendors and suppliers. This system can help companies to avoid fraud, products error, and easier to pay.

#### **E. Staffing**

Every company, both large and small, has its own supporters. One of the supports for a company's progress, cannot be separated from the presence of employees. The employees help smooth internal activities both production and marketing processes. Therefore employees are one of the assets of a company that supports the success of the company.

Maofish company has five employees consisting of, four parts of production which are divided into two in the manufacturing and forming section, one in the frying and seasoning section, and one in the packaging section. Then, one administration for the online store's. An employee is selected based on the company's criteria or standards, to support the achievement of targets desired by the company. The requirements set by the Maofish company are high school or vocational high school graduates, age range 17 years to 40 years, have loyalty to the company, responsible, honest, trustworthy and cooperation. In selecting employees, are not required to have work experience, because the company will educate the employees until reliable in the company. With the existing criteria, it is expected that it can help create jobs in Indonesia. There are several advantages that the company provides for employees to be interested in their work and can last a long time, such as day off on weekends (Saturday and Sunday), and consistent salary. Here are the basic salary for the employees.

Table 3.9 Employees Salary

No	Division	Salary
1	Production	Rp2.400.000/month
2	Administration (for online store)	Rp2.400.000/month

Furthermore, to facilitate the operational activities carried out by each employee, the company provide regulations and schedule that must be obeyed by every employee. In making existing regulations and schedules, based on the needs and targets of achieving the Maofish company. The violation of the rules will be given reprimands and sanctions such as a 1% reduction in employee basic salary. The following are simple regulations and schedules set by the Maofish company :

- a. Employees must be present on time according to the schedule that has been given.
- b. Employees must do attendance when entering and leaving work.
- c. Employees are required to wear uniforms and other equipment such as gloves and hair caps.
- d. Every employee is required to pay attention to and maintain cleanliness in the workplace.
- e. Smoking is prohibited during the production process and around the production area.
- f. Employees carry out their duties seriously and are responsible for it.
- g. Employees must work honestly, orderly and carefully to achieve the company's targets.
- h. Employees are expected to create an excellent working atmosphere and cohesiveness with one another.
- i. Employees are required to keep all secrets relating to the company.
- j. If employees find things that are harmful to the company or employees, must immediately report them to their superiors.

Table 3.10 Employees Schedule

<b>Position</b>	<b>M</b>	<b>T</b>	<b>W</b>	<b>T</b>	<b>F</b>	<b>S</b>	<b>S</b>
Production	9AM - 5PM	9AM - 5PM	9AM - 5PM	9AM - 5PM	9AM - 5PM		
Administration	9AM - 5PM	9AM - 5PM	9AM - 5PM	9AM - 5PM	9AM - 5PM		

Day Off : 5-2	
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	