

CHAPTER III OPERATIONAL PLAN

A. Location & Facilities



Picture 3.1 Taman Diponegoro

Sweetsbit production will be held in the Tangerang area. More precisely, in Jalan Gunung Himalaya No. 115, Taman Diponegoro, Bencong Indah, Karawaci 15810. Sweetsbit's kitchen location can be very strategic as it directly connects with the Jakarta-Merak road access. As the target market is near and easy to be accessed, it makes an excellent advantage for the distribution process of Sweetsbit's products.



Picture 3.2 Sweetsbit's Kitchen Layout

The Sweetsbit's production will be held in the writer's house. As seen from the kitchen layout plan, the production process will occur in both wet and clean kitchen areas. All of the products' ingredients will be stored in the refrigerator and pantry in the kitchen area. The placement of these kitchen areas is good enough to make the production process easier.

B. Manufacturing or Service Methods

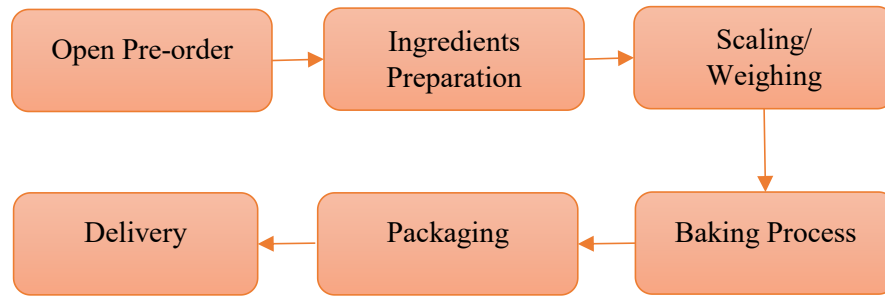


Chart 3.1 Manufacturing/Service Methods

The production and service methods of Sweetsbit started by open pre-order throughout Instagram. The open pre-order info is announced several days before the baking days. After the maximum product quote is reached, the pre-order will be closed. Then, on baking day, the first thing to do is prepare all the ingredients needed for each product or mise en place. The reason to do mise en place is to help smooth the production activities. At the same time, all ingredients will be weighed and measured according to company standard recipes. After all the ingredients are well prepared, the cooking process will begin. Start from the dough making, filling making, rolling, and baking. Next, after all the products are baked and ready, the packaging process will be done. Then, Sweetsbit will deliver the products to the customers as they ordered before.

C. Supplies & Suppliers

As a business in the food industry, Sweetsbit has some equipment and materials that support the production process. Here are all the supplies including the equipment and ingredients used by the company along with the suppliers.

Table 3.1 Supplies & Suppliers

No	Supply	Qty	Units	Supplier
Equipment				
1	Gas Oven	1	pc	SIGNORA Central Jakarta,Indonesia
2	Refrigerator	1	pcs	Sharp Electronics Central Jakarta,Indonesia
3	Kitchen Stove	1	pc	PT Rinnai Indonesia West Jakarta, Indonesia
4	Kitchen Scale	2	pc	SF-400 Shopee Indonesia
5	Mixer	2	Pcs	Sharp Electronics Central Jakarta, Indonesia
6	Baking Tray/Sheet	2	Pcs	Lazada Indonesia
7	Baking Pan	5	Pcs	Lazada Indonesia
8	Baking Spatula	2	Pcs	Oxone Jakarta, Indonesia
9	Notebook	1	Pc	Asus Indonesia
10	Handphone	1	Pc	Realme Indonesia
Ingredients				
9	Dry Ingredients	5	Pcs	Varia Baking Store Tangerang, Indonesia
10	Wet Ingredients	7	Pcs	Varia Baking Store Tangerang, Indonesia

D. Control Procedures

As a business, the company needs to have its standard operating procedures, including the control procedures. The main reason is to prevent undesirable things such as production errors, lost items, and other unpredictable things. The company provides the staff with all of the procedures to ensure a smooth production process.

1. Purchasing Control

All of the supplies taken from the suppliers must be checked upon arrival. The company manager/supervisor has to ensure that all the supplies are excellent and good to go. All characteristics of the supplies, such as the function, texture, shape, aroma, and expiration date, have to be in good condition.

2. Storage Control

After arrival, all ingredients has to be listed and stored in its own places, either in the pantry, chiller, and freezer depending on the material itself. The expiry date of first in supplies also have to be checked frequently to ensure the quality of the products and prevent the food poisoning.

3. Production Control

The hygiene and sanitation aspects, including the working area and the staff, have to be ensured every day. All of the equipment must be sanitized before and after use to prevent any foodborne illness. The standard recipe, including the measurement, methods, and cooking time, must be followed according to the company procedures.

4. Packaging Control

The staff must ensure that the products must be right to go before the packaging process. In packaging time, the staff must be detailed and make sure the product is nicely and safely packed to be delivered as the company has its procedure for the packaging.

5. Delivery Control

The delivery process must be carried out according to the registered customer list. Because the purchasing system is by pre-order, meaning that each product is clear where to send to which consumer.

6. Cost Control

The company manager has to frequently monitored the cost of the business, including the variable and fixed cost. The reason is to prevent the possibility of unnecessary lost.

E. Staffing

In the first year of the Sweetsbit brand launch, the estimated number of staff are five peoples. The first one is the manager as well as the supervisor of the business. This person is responsible for regulating and supervising the course of sales and the production and delivery processes. As the business relies on the online market, a marketing staff or an admin is responsible for handling the products selling and payments. This staff is the first to make sure that all the customers are satisfied with the Sweetsbit services. Next, three bakers will produce and packing the products before delivering them to the customers. The minimum requirement for all staff is high school graduates for the marketing team, cullinary vocational diploma graduates for the bakers and a high sense of willingness and seriousness of work. Regarding salaries, it will depend on the Provincial Minimum Wage (UMP) regulations for each staff. Here are the Sweetsbit staff’s daily schedule, each of the staffs will have two days off and five days of working.

Table 3.2 Staff’s Daily Schedule

POSITIO N	MON	TUE	WED	THU	FRI	SAT	SUN
Supervisor	08-17	08-17	08-17	08-17	OFF	OFF	08-17
Baker 1	OFF	08-17	08-17	08-17	08-17	08-17	OFF
Baker 2	08-17	OFF	OFF	08-17	08-17	08-17	08-17
Baker 3	08-17	08-17	08-17	OFF	OFF	08-17	08-17
Admin	08-17	OFF	08-17	08-17	08-17	08-17	OFF

P.s am to pm