

CHAPTER III

OPERATIONAL PLAN

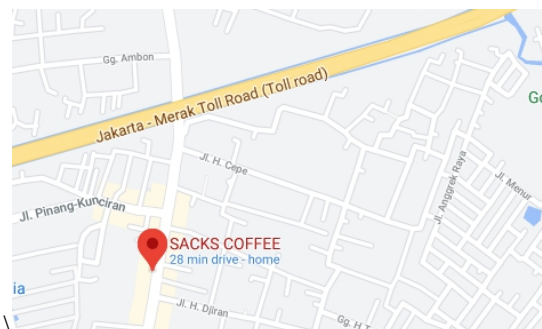
A. Location & Facilities

The location of Kiss Pride will be divided into two places. For coffee production, it will be carried out at Kieta Coffee. Kieta Coffee is located in Jalan Rawa Kutuk No. 27, Serpong Utara, Tangerang Selatan.



Picture 3.1 Kieta Coffee

Then, for the sales and distribution of the products will be located in Sacks Coffee. The reason is that Kieta Coffee has facilities such as Coffee Roaster that able to produce the coffee blend. The sales and distribution are from Sacks Coffee as it is located in a strategic location as it is near to the Jakarta-Merak Toll Road. More precisely, at Jalan KH. Hasyim Ashari No. 9a, Pinang, Tangerang City, Banten.



Picture 3.2 Sacks Coffee Map



Picture 3.3 Sacks Coffee

B. Manufacturing Methods

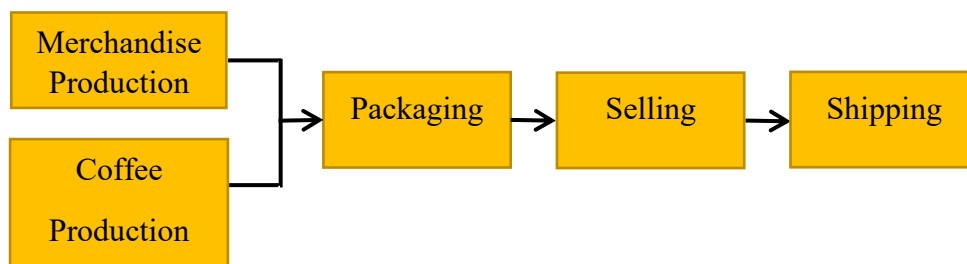


Chart 3.1 Kiss Pride Manufacturing Methods

The manufacturing methods of Kiss Pride are started from the production process of both products offered, the coffee product, and merchandise. In which the Kiss Pride staff will take care of all the production processes with a trusted and cooperative printing company. After all of the products are ready, the admin of Kiss Pride will blast the information about when the products will be officially ready to be ordered by the customers by Kiss Pride Instagram account. Not only that, the admin of Kieta and Sacks will also blast the information through each company's Instagram account. The reason is to market and introduce products to potential buyers. Simultaneously, the packaging process will be carried out by Kiss Pride for all the products. On the first day of selling, the admin of Kiss Pride will enter the goods sold to the market places

owned by Kieta and Sacks Coffee such as Tokopedia, Shopee, and Bukalapak. There will be other purchasing options where the buyers can order the products through the Whatsapp number owned by Kiss Pride. The admin will follow up the ordering and right away assist the customer with the payment process. Finally, the shipping process of products will be carried out to every one of the buyers according to the data.

C. Supplies & Suppliers

Kiss Pride actually has only several equipment as the brand entrusts all product production to the supplier. Here are all the supplies owned by Kiss Pride for running the business that is located in Sacks Coffee.

Table 3.1 Supplies and Suppliers

No	Supply	Qty	Units	Supplier
Equipment				
1.	Shelf	3	pcs	Tokopedia Indonesia
2.	Ipad	1	pc	Ibox Indonesia
Material				
6.	Roasted Coffee Bean	20	kg	Kieta Coffee Tangerang, Indonesia
7	Coffee Bag	100	pcs	Vista Pack Bandung, Indonesia
8	Keychain	50	pcs	Knox Tokopedia
9	T-shirt	50	pcs	Delusion Gallery Tangerang, Indonesia
10	Mask	50	pcs	Delusion Gallery Tangerang, Indonesia
11	Totebag	50	pcs	Delusion Gallery Tangerang, Indonesia

D. Control Procedures

Kiss Pride has its regulation and control procedures to ensure all the business components are perfectly worked. It also prevents any losses that occur, such as failed products, damaged, or lost items.

1. Production Control

For merchandise, one of the Kiss Pride staff will communicate with the printing company to produce all the products. Kiss Pride will customize the product design and ask the printing company to have all the merchandise products. All of the systems must be considered so that it is what the company wants. To make sure all the step goes well, the person in charge must always report to the writer as the brand's owner. For the coffee, the production will be done by the owner's coffee shop, Kieta Coffee. Kieta Coffee will roast the special coffee chosen by Kiss Pride before it will be packed under the Kiss Pride brand. Receiving Control. After all the product is ready and delivered from the supplier to the company, the receiving process must be recorded. All the products must be thoroughly checked one by one, to prevent the damage products accepted upon receiving and prevent shortages of goods.

2. Storing Control

The process of storing will be done using FIFO (First In First Out) methods. In which all the products that received first must be sold first rather than the newest arrived products. Every product in and outs have to be recorded to ensure the exact flow of goods.

3. Packaging Control

As the products arrived from the supplier, it will be packed as per the company packaging procedure, including all merchandise and coffee products. Firstly, the packaging must be sanitized and cleaned to prevent any damage and the possibility of complaints later on.

4. Delivery Control

After a product is purchased and sold to the customers, the product will be packed and delivered to the customer according to the data. The delivery process will be done using any delivery company services such as JNE, Tiki, SiCepat, Grab, or Gojek.

E. Staffing

Kiss Pride employees or staff will consist of four people. Every each of the teams has their responsibility and job desk. Here all the explanation of the job description of every position.

1. Supervisor

The supervisor of Kiss Pride is responsible for the production process. Both of the merchandise and coffee production is assisted by this team member.

2. Admin

The admin of Kiss Pride is the one responsible for marketing the products. Admin was the one who in-charge of providing services to the customers. All of the purchasing process, including the order and payment process, are assisted by this team member.

3. Packing Team

The packing team of Kiss Pride consists of two employees. They are responsible for taking care of the entry and exit of products from the warehouse. They also the ones who package all the products before delivering them to the customers.

For the shift of the staffs for the working schedule will be from Monday to Sunday from 8 am to 5 pm.

Table 3.2 Staffs Working Schedule

WORKING SCHEDULE							
Position	M	T	W	T	F	S	S
1. Supervisor	08-17	08-17	08-17	08-17	08-17	off	off
2. Admin	08-17	08-17	08-17	08-17	08-17	off	off
3. Packaging	08-17	08-17	08-17	08-17	08-17	off	off