

## CHAPTER III

### OPERATIONAL PLAN

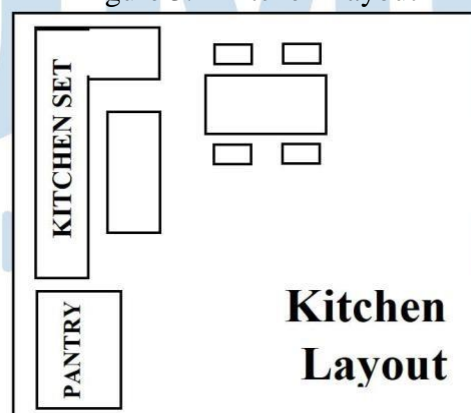
#### A. Location and Facilities



Figure 3.1 Gading Kirana Complex

The production activities of Ngojo will be held in Kelapa Gading area. More precisely in Gading Kirana Timur Blok H 12 No. 11, Kelapa Gading, North Jakarta. The location of this company is very strategic as this location is a bustling business area in North Jakarta. In addition to its strategic location, Kelapa Gading area also has very complete public facilities and easy to reach the Priok harbor and Halim Perdana Kusuma Airport. In addition, at this location, there are many delivery service options which company can use to deliver products to customers.

Figure 3.2 Kitchen Layout



The entire production activities will be held at the house of writer's aunt at Gading Kirana complex. The process will be occurred in both wet and dry kitchen areas of the house. The entire dry ingredients for the product making will be stored in the kitchen pantry which is located in the dry kitchen area. Then, for the rest wet ingredients will be stored in the refrigerator and freezer which also located in the kitchen area of the house. As the company does not provide dine in service, the facilities provided are only to support product orders and the making process.

Table 3.1 Facilities of Ngojo

No.	Facilities	Qty	Price	Description
1.	Kitchen Set (Sink, Island, Cabinet, Counter, Pantry)	-	-	The kitchen set is already available so the company doesn't need to spend money to prepare it.
2.	Air Conditioner	1	Rp. 3,000,000	Merk : Polytron Supplier : Mitra 10
3.	Folding Chair	4	Rp. 400.000	Merk : Zehn Supplier : Mitra 10
4.	Company Phone	1	Rp. 1.700.000	Merk : Redmi Note 10s Supplier : Shopee Mall

#### B. Manufacturing / Service Methods

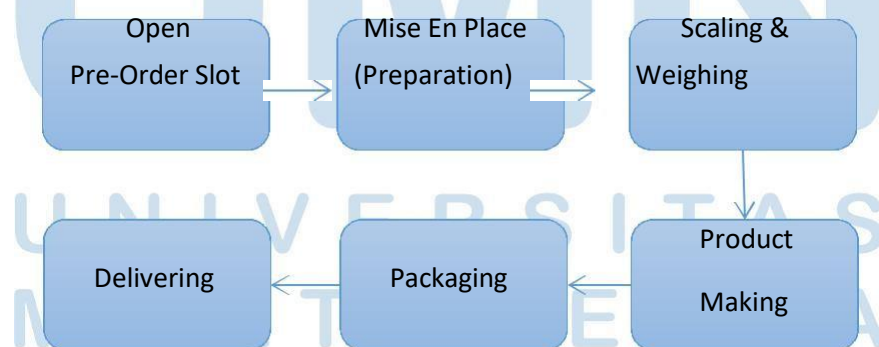


Figure 3.3 Ngojo Operations Flow Chart

Ngojo offers products with a pre-order system. The pre-order slot will be opened for customers two days before the production day and will be closed at night around 21.00 before the production day. The company will send an order form that the buyer must fill out at the time of placing an order, which includes name, telephone number, address and order. Then, the order will be totaled and the buyer will receive the total price to be paid. The customer has to complete the payment process in advance. On the morning of production day, the writer will purchase the ingredients needed for the product making according to customer orders. The main reason is to ensure there will be no waste of ingredients at all.

The production staff has to mise en place all the ingredients before they start making the products. Its main purpose is to prevent disturbances such as ingredients shortages when the production process is carried out. Then the weighing process will be carried out, followed by the product manufacturing process. After the product is fully baked, the product will be cooled first at room temperature before packaged in the Ngojo packaging box. After the entire packaging process are done perfectly, the staff will arrange the product delivery process to the buyer's address according to the order list.

### C. Supplies and Suppliers

There are several equipment that must be owned and prepared by the company to support business operations. Here are the equipment lists owned by the company.

Table 3.2 Equipment List

No.	Supplies	Qty	Units	Supplier	Price
1.	Freestanding Cooker / Stove + Oven (Merk : Winn Gas W-5060)	1	piece	Mitra 10 (Pantai Indah Kapuk, North Jakarta)	Rp4,100,000
2.	Refrigerator	1	piece	PT Refcon Polar	Rp8,000,000

	(Merk : RSA OPAL)			Nusaindo ( Jalan Halim Perdana Kusuma No.9BL/BK, Tangerang )	
3.	Kitchen Scale (Taffware Digipounds 15kg)	2	pieces	Taffware Indonesia (West Jakarta)	Rp300,000
4.	Mixer (Panasonic MK- GB1Wsr)	1	Piece	Mitra 10 (Pantai Indah Kapuk, North Jakarta)	Rp720,000
5.	Baking Pan (Loyang 20x10)	6	pieces	Fairuz Kitchen Equipment (Shopee Indonesia)	Rp90,000
6.	Frypan (Glücklich Pas- 2024)	2	Pieces	Mitra 10 (Pantai Indah Kapuk, North Jakarta)	Rp400,000
7.	Spatula Nylon ( Glücklich KT002)	6	pieces	Mitra 10 (Pantai Indah Kapuk, North Jakarta)	Rp120,000
8.	Chef Knife (Forslag Knife)	3	Pieces	IKEA Indonesia (Alam Sutera, Tangerang)	Rp210,000

9.	Cutting Board	2	Pieces	IKEA Indonesia (Alam Sutera, Tangerang)	Rp40,000
10.	Food Vacuum Sealer (Bonkyo VM2)	1	Piece	Bonkyo Official (Shopee Mall)	Rp500,000
Total					Rp14,480,000

The following is a list of materials that will be used by the company in each product making process, including the ingredients and packaging materials.

Table 3.3 Material List

No.	Supplies	Qty	Units	Supplier	Description
1.	Dry Ingredients	7	pieces	Pasar Jaya Kelapa Gading (Jalan Pasar Inpres, East Kelapa Gading, North Jakarta)	1. All purpose Flour 2. Rice Flour 3. White Sugar 4. Brown Sugar (Aren) 5. Vanilli Powder 6. Salt 7. Pandan Paste
2.	Wet Ingredients	8	pieces	Pasar Jaya Kelapa Gading (Jalan Pasar Inpres, East Kelapa Gading, North Jakarta)	1. Egg 2. Margarine 3. Suji Leave 4. Pandan Leave 5. Fresh Milk 6. Coconut Milk 7. Shredded Coconut 8. Condensed Milk

3.	Packaging Box	1	piece	Packerie Pack (Shopee)	Size: - 20 cm x 10 cm Price: - Rp1,000 / piece
4.	Ngojo Sticker	1	piece	Snapy Kelapa Gading (Jalan Boulevard Raya No.21, East Kelapa Gading, North Jakarta)	Size: - 5 cm x 5 cm Price: - Rp146 / piece
5.	Thank You Card	1	piece	Snapy Kelapa Gading (Jalan Boulevard Raya No.21, East Kelapa Gading, North Jakarta)	Size: - 9 cm x 5 cm Price: - Rp350 / piece
6.	Clear Duct Tape	1	Piece	Shopee	Size: - One inch Price: - Rp5,000 / piece
7.	Plastic Bags	1	piece	Shopee	Price: - Rp600 / piece
8.	Food Vacuum Plastic	1	piece	Shopee	Size: - 12 cm x 20 cm Price: - Rp450 / piece

#### **D. Control Procedures**

It is important for a company to have its own Standard Operating Procedures (SOPs) to support its business. According to Kathy Brandt, the extension educator from University of Minnesota, SOPs are the written practices and procedures that companies will use as ground rules for running a business. Therefore, Ngojo also has its own Standard Operating Procedures. The procedures

will be divided into several segments including for supplies purchasing, supplies storage, production, packaging, and delivery control.

##### **1. Purchasing Control**

- a. The process must be carried out every morning on the day of product making.
- b. The product purchased must match the list that was made the day before which is based on the customer orders for the day.
- c. Every receipt for the purchase of supplies must be kept and documented.
- d. Every purchased item must be re-examined to prevent product shortages and disrupt the product manufacturing process

##### **2. Storage Control**

- a. The supplies are stored using the FIFO (First In First Out) strategy.
- b. The wet ingredients must be directly stored in the refrigerator after purchased.
- c. The dry ingredients must be stored in the pantry.
- d. Every incoming and outgoing inventory must be recorded on the storage sheets.

##### **3. Production Control**

- a. First thing to do before the product making is Mise en Place.
- b. Every ingredient needed must be prepared properly before the product making process begins
- c. Production staff has to wash their hands before entering the kitchen.
- d. Production staff must use mask, face shield, and mask while making the product.



- e. Each product must be made according to the company's recipe.
- 4. Packaging Control
  - a. Each product must be ensured to be cooled down to room temperature before packaging.
  - b. For products to be sent outside the region, they must be packaged using vacuum plastic.
  - c. The packaging box used must be in a neat condition and not torn.
  - d. The company logo must be placed in the middle of the packaging box.
  - e. The box must be sealed using duct tape after it is filled with the product and put in a plastic bag according to the customer orders.
  - f. The thank you card must be included in the plastic bag with the product ordered.
- 5. Delivery Control
  - a. After the packaging process is complete, each product must be prepared to be delivered to each buyer according to the order.
  - b. The staff must make sure that the product sent is in accordance with the buyer's order.
  - c. The shipping method of each product must be carried out in accordance with the agreement with the buyer, either on-site pick up or using third parties delivery service i.e. Gosend, Grab Send, Poxel.

#### **E. Staffing**

As a home business, the number of workers working under the company is five peoples. Here are the more explanation about Ngojo staffs and job descriptions.

##### **1. Purchasing & Admin**

As a start up business, Ngojo only has one admin that also responsible to purchase all the material and equipment needed for product making. As an admin, this person is responsible to handle the customer orders, also sales and marketing activities of the business.



## 2. Production (Baker)

There will be two production staffs of Ngojo. As a baker of the company, the production staffs are responsible to make the product as the order from the customers.

## 3. Distribution

There are two staffs that in-charge as the distribution staffs of the company. Both of them are responsible for the product distributions to the customers.

Every staff must have a good attitude, have the desire to work hard, be able to work under pressure, also have a neat and clean appearance. The minimum requirement for the purchasing, marketing, and distribution staff is high school graduates, then culinary vocational diploma graduates for the bakers. Each of the employee will be paid with a salary of Rp. 2,500,000 per month. In a week the staff will work for 6 days, of which they have one day off in a week. The total working hours for a day is nine hours, consisting of eight hours for operations and one hour for break time. Here are the estimated daily schedule of Ngojo staffs.

Table 3.4 Employees Daily Schedule

Position	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Purchasing + Admin	8am - 5pm	8am - 5pm	8am - 5pm	8am - 5pm	8am - 5pm	8am - 5pm	OFF
Baker 1	8am - 5pm	8am - 5pm	OFF	8am - 5pm	8am - 5pm	8am - 5pm	8am - 5pm
Baker 2	OFF	8am - 5pm	8am - 5pm	8am - 5pm	8am - 5pm	8am - 5pm	8am - 5pm
Distribution	8am - 5pm	8am - 5pm	8am - 5pm	8am - 5pm	8am - 5pm	OFF	8am - 5pm
Distribution	8am - 5pm	8am - 5pm	8am - 5pm	8am - 5pm	8am - 5pm	8am - 5pm	OFF