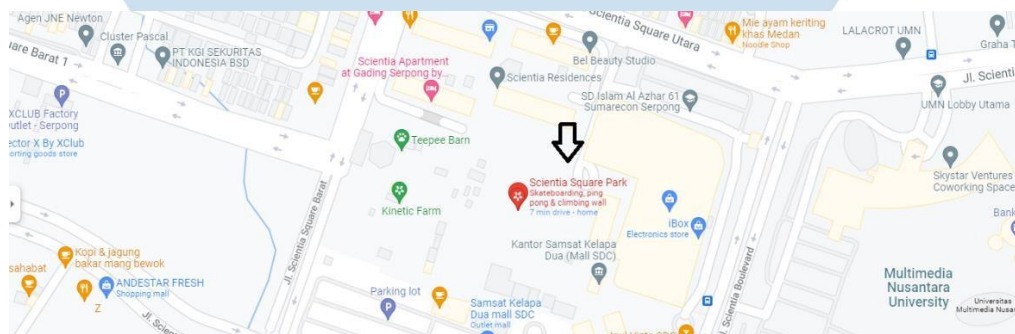


## CHAPTER III

### OPERATIONAL PLAN

#### 3.1 Location & Facilities

Finding a strategic location is essential for store and shop to attract customers by placing the organization in an area that matches their goals and target market. The location is chosen for Boldy Brownly store is in Scientia Square Park, Jl. Scientia Boulevard, Curug Sangereng, Kec. Kelapa Dua, Kabupaten Tangerang, Banten 15810. Scientia Square Park is close to Universitas Multimedia Nusantara, Anabatic group office, and ST. John school and Al-Azhar school has a large customer base like students, teachers, and workers. It is also located to different neighbors and housings.



*Figure 3.1 Location for Boldy Brownly*

To be precise, there are many buildings nearby that have been chosen: Anabatic office, Multimedia Nusantara University, Graha Tamiya, and Summarecon Digital Center. In addition to that there are multiple residents and housing such as Cluster Pascal and Scientia Condominium that would increase the potential customer.

#### 3.2 Manufacturing / Service Methods

After extensive testing of various products and ingredients, the recipe was created to ensure that it is both cost-effective and of high quality for purchases.

(1) Product Standard Recipe

In order to maximize efficiency and reach the standard quality that has been set, the production of the Boldy Brownny will be as the recipe given.

A. Recipe name: Original chocolate brownie

Yield: 485 Gram

Portion: 45,5 Gram @10 pcs

*Table 3.1 Original Chocolate Brownie Recipe*

No	Ingredients	Qty	Unit
1	Whey protein chocolate powder	50	Gram
2	Almond powder	150	Gram
3	Cocoa powder	50	Gram
4	Fresh milk low fat	150	Millimeter
5	Almond nuts	60	Gram
6	Baking soda	5	Gram
7	Chocolate chips	40	Gram
8	Honey	30	Millimeter

B. Recipe name: Chocolate banana brownie

Yield: 585 Gram

Portion: 58,5 Gram @10 pcs

*Table 3.2 Chocolate Banana Brownie Recipe*

No	Ingredients	Qty	Unit
1	Whey protein chocolate powder	50	Gram
2	Almond powder	100	Gram

3	Cocoa powder	50	Gram
4	Banana	300	Gram
5	Baking soda	5	Gram
6	Chocolate chips	50	Gram
7	Honey	30	Millimeter

C. Recipe name: Yogurt brownie

Yield: 635 Gram

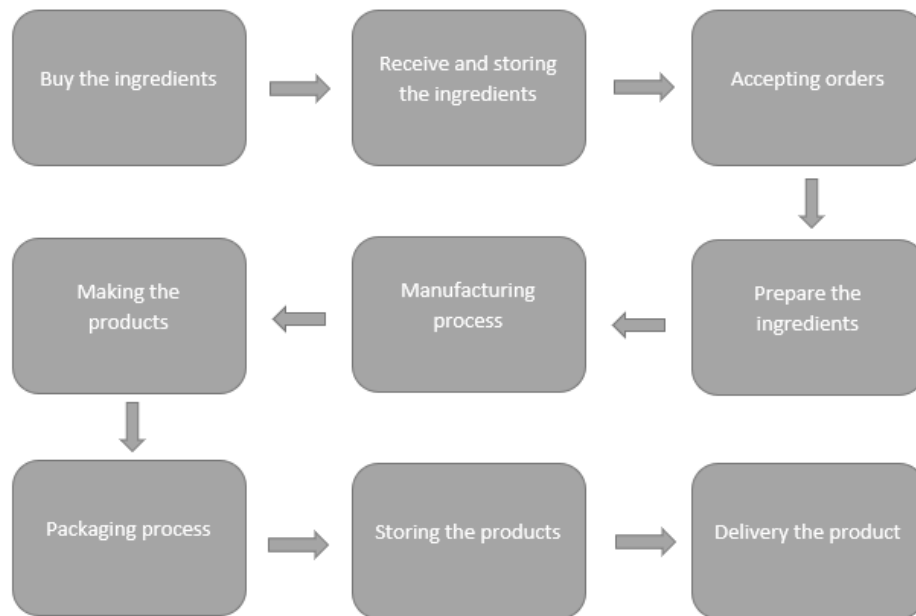
Portion: 63,5 Gram @10 pcs

*Table 3.3 Greek Yogurt Brownie Recipe*

No	Ingredients	Qty	Unit
1	Whey protein chocolate powder	60	Gram
2	Cocoa powder	40	Gram
3	Oats	40	Gram
4	Fresh milk low fat	60	Millimeter
5	Greek yogurt	300	Gram
6	Baking soda	5	Gram
7	Honey	30	Millimeter
8	Almond nuts	100	Gram

U N I V E R S I T A S  
M U L T I M E D I A  
N U S A N T A R A

## (2) Manufacturing Process



*Figure 3.2 Manufacturing Process*

The process of manufacturing Boldy Brownie is straightforward, and it is easy to maintain the quality of the product. The first step is to purchase and store the supply, then prepare the supply to make a product. In the process of making a healthy brownie, the first thing is mixing whey protein chocolate powder with cocoa powder, add some baking soda and almond powder, then bake at 170°C-180°C for 30 minutes; after baking the brownie, add some topping such as chocolate chips and almond nuts, do not forget to give some honey on the top of brownie to make the brownie sweet and giving more shine. After making the brownies, do not forget to packaging the products then storing the products.

### 3.3 Supplies and Suppliers

In order to have fresh ingredients, the owner choose to prepare all the tools, utensils, and ingredients close to the Boldy Brownly stores, located in Scientia Square Park.

*Table 3.4 Equipment & Appliances List*

No.	Supply	Qty	Units	Supplier
1	Mixer	1	Pcs	Philips (Shopee)
2	Digital scales	1	Pcs	Oxone (Tokopedia)
3	Pan	3	Pcs	Home&Co (Tokopedia)
4	Measuring cup	1	Pcs	Lionstar (Shopee)
5	Knife	1	Pcs	Oxone (Tokopedia)
6	Oven	1	Pcs	Kris (Ace hardware)
7	Whey protein chocolate powder	500	Gr	L-men (Farmer Market)
8	Cocoa powder	180	Gr	Van Houten (Farmer Market)
9	Almond powder	1000	Gr	Almond boost (Shopee)
10	Oats	800	Gr	Quaker Oat (Farmer Market)
11	Fresh milk low fat	1000	MI	Greenfields (Farmer Market)
12	Greek yogurt	1000	MI	Biokul (Farmer Market)
13	Baking soda	500	Gr	Arm & Hammer (Tokopedia)
14	Honey	650	MI	Madu Nusantara (Farmer Market)
15	Almond nuts	500	Gr	Almond sliced (Tokopedia)

16	Chocolate chips	300	Gr	Collata (Shopee)
17	Parchment paper	10	Pcs	Toko bahan kue laris
18	Custom packaging box and sticker	10	Pcs	Snappy

### 3.4 Control Procedures

Standard Operational Procedure is useful for controlling the work process. Boldy Brownly owner has made several Standard Operational Procedure for purchasing, receiving, manufacturing, packaging, and delivery.

#### (1) Purchasing

- A. Check the supplies stock and make a list of the supplies and ingredients needed.
- B. List the supplies that not available.
- C. The employee must order the supply from the supplier.
- D. Make a deal for a payment agreement with the supplier

#### (2) Receiving

- A. Check the purchasing list and the product quality when arrived
- B. Preparing the supply to move to the storage room
- C. Settle the payment to the supplier

#### (3) Manufacturing

- A. Before making the product, the staff must check body temperature, twice vaccinated, using mask face-shield, hair cap, wash hand with soap, and rubber hand gloves
- B. Ensure all equipment, utensil, and surface to make the product clean and sanitized.
- C. make products according to standards recipe.

#### (4) Packaging

- A. Prepare the packaging box
- B. Sterilize the packaging box
- C. Use rubber hand gloves when packaging the brownies
- D. Seal the packaging and put stickers

(5) Delivery

- A. Prepare to pack the product based on customer order
- B. Check the name and address of the customer
- C. Waiting the driver to come to the store
- D. Give the order to the driver
- E. The driver of the delivery has to go to the customer address

### 3.5 Staffing

Boldy Brownly will hire three different staffs for pastry chef, waiter or waitress, and cashier. However, because the proprietor is only starting, once the store has garnered more customers, the requirements are to hire daily personnel.

A. Staff requirements

(1) Pastry chef:

- 1. High school diploma.
- 2. Certificate in culinary arts (pastry-making and baking).
- 3. One or more years having experience working within the food industry as a pastry chef or baker.

(2) Waiter or waitress

- 1. High school diploma
- 2. Calm and professional with customers.
- 3. Excellent interpersonal skills.
- 4. Able to work under pressure

(3) Cashier

- 1. High school diploma or equivalent

2. One year customer service or cashier experience

3. Ability to handle transaction responsibly

4. Able to work under pressure

B. Salary

(1) Pastry chef

The stores open at 11 AM for customers. However, the pastry chef needs to make many brownies two hours before the store opens. The pastry chef should come at 8.30 AM to prepare the ingredients and make the brownies. Working as a pastry chef, the working hour would start from 9.00 AM until 5.00 PM, with the work time from Monday to Saturday.

(2) Waiter or waitress and Cashier

Working as helper and cashier, the working hour would start at 10.30 AM to prepare to open and cleaning the store until 5.00 PM for closing, with the work time from Monday to Saturday.

*Table 3.5 Employee Salary*

No	Department	Salary per month
1	Pastry chef	Rp.4.300.000
2	Waiter or waitress	Rp.4.300.000
3	Cashier	Rp.4.300.000

If an employee violates the company's policies, they must be prepared to face the following consequences:

1. Letters of caution (owner would fire the employee if the employee got three warning letters).
2. Five percent deduction from the salary.