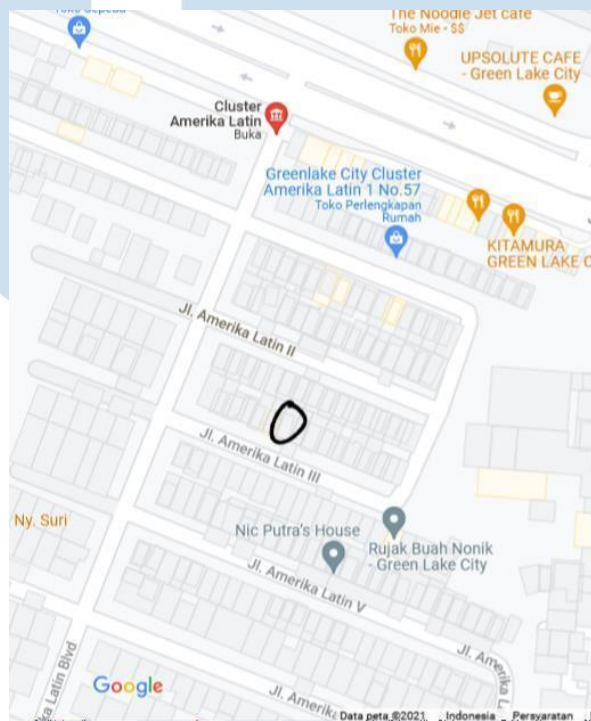


## CHAPTER III OPERATIONAL PLAN

### 3.1 Location & Facilities

Location is the main thing to be considered because it can have a big impact on costs and revenues. Besides that, it can influence the smooth running of production and marketing. While for the production process, it is determined based on a supportive environment and the presence of suppliers.

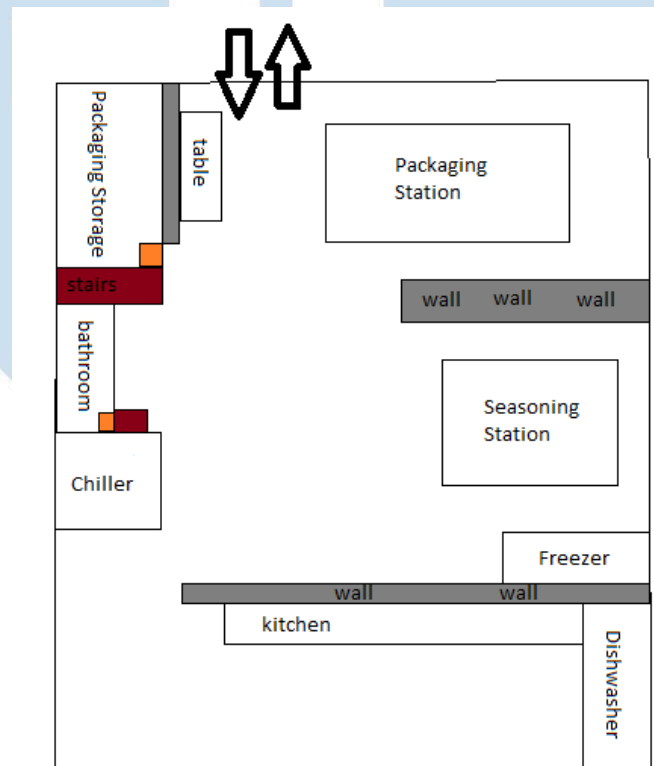


Picture 3.1.1 Green Lake Cluster Map

The location for producing EAT EGG products, is in Green Lake City Cluster Amerika Latin 3 no 31, Cipondoh, Tangerang. This location is very strategic because the ingredients needed to make the products are very easy to get. This location can be reached through many accesses such as through Jakarta – Tangerang halfway by taking the exit on 11 km toward Karang Tengah or Cipondoh. If the direction from Serpong or BSD can be reached through Kebon Jeruk or Jakarta halfway and take the exit on 7.4 km toward Karang Tengah or

Cipondoh. Also, this location can be accessed through Kosambi complex or Pondok Randu street.

Kitchen is one of the facilities that must be owned or provided by the company to start a F&B business. And this is the EAT EGG kitchen layout, can be seen on the picture above. If this business becomes large and successful, the owner will provide the bigger kitchen or proper kitchen.



Picture 3.1.2 Kitchen Layout

This is the kitchen layout of EAT EGG business. The arrangement of this kitchen layout is sorted by workflow of the product. The raw material is stored in the freezer or chiller such as tuna, crab stick and smoked beef. Kitchen used to begin the processing product like preparing the egg (boil the eggs, cook the tuna, crab stick and smoked beef). The seasoning station is used after preparing the main ingredients, the process that spends more time to make the products is on the seasoning station. Because the company does quality checks on the material to make the products and also checks the quality of the taste. Whether

the product meets the standards or not. Besides that, the seasoning station can be used as a place to package the products in a jar. Then, the packaging station used to package the products in a cake box or jar box as shown on the picture 1.3.3.

### 3.2 Manufacturing / Service Methods

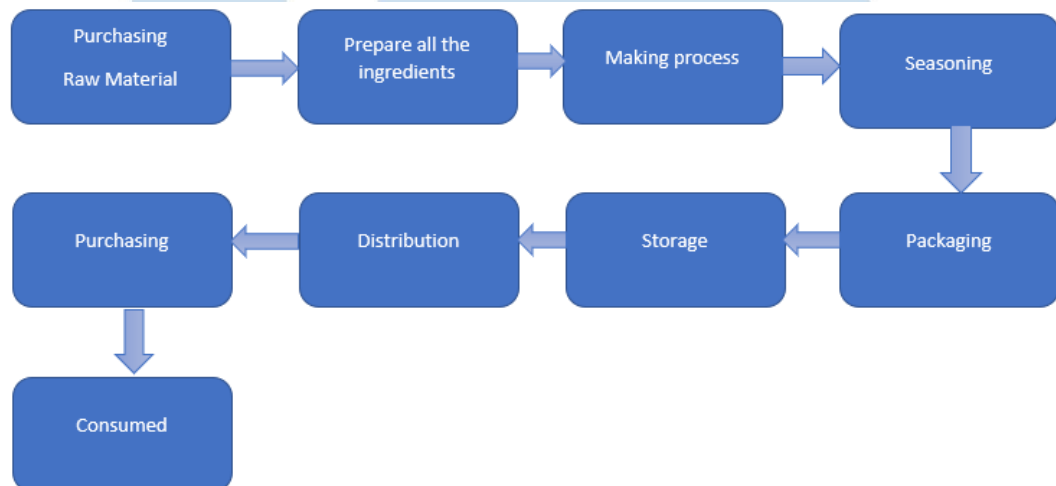


Chart 3.2.1 Manufacturing Chart

The process of making EAT EGG products is carried out very carefully and also maintains the quality of products. EAT EGG manufacturing process starts with purchasing raw material such as eggs, tuna, crab stick, and smoked beef. After that prepare all the ingredients to make the products. In the making process, the first thing to do is cook all the raw material. After that, put it in ice water to stop the cooking process. Then, scaling and mixing the base ingredients such as mayonnaise, mustard, salt, and sugar. Next, chop the eggs that have been boiled and smash the egg yolk. Put it together with base ingredients. In the seasoning process, EAT EGG company pays attention to the taste of the products that have fulfilled the standard or not. Then, in this process add variant topping according to the products ordered. After all the products are seasoned, do the packaging process. But before distributing the products keep in the storage (chiller or freezer) to maintain the quality of the products. Then the

company distributes to Japanese restaurants and malls in the Tangerang area. Such as Marugame Udon, Hokkaido, Ichiban sushi, The Breeze, Living World, AEON mall, etc. Lastly, the products are purchased directly by consumers in Japanese restaurants or online stores.

### 3.3 Supplies and Suppliers

Table 3.3.1 Equipment & Appliances List

No.	Supply	Qty	Units	Supplier
1	Chiller	1	Pcs	Shopee @lgoofficialshop
2	Freezer	1	Pcs	Tokopedia @Aqua Japan official
3	Big bowl	5	Pcs	Shopee @Kitchenshop11
4	Scale	1	Pcs	Shopee @olala_jakarta
5	Knife	2	Pcs	Shopee @larissaofficial
6	Cutting board	1	Pcs	Shopee @dikdugstore
7	Strainer	1	Pcs	Shopee @mizu.home
8	Spoon	5	Pcs	Shopee @pisces153
9	Rubber Spatula	2	Pcs	Shopee @richstuff.idshop
10	Pots	1	Pcs	Shopee @pamosroom_official
11	Tupperware	8	Pcs	Tokopedia @new abadi jaya

12	Balloon whisk	8	Pcs	Tokopedia @maxim official store
13	Food processor	3	Pcs	Tokopedia @Philips home appliances
14	Tuna	1	Pack	Green lake fresh market
15	Smoked beef	1	Pack	Green lake fresh market
16	Crab stick	1	Pack	Green lake fresh market
17	Dill	1	Pack	Tokopedia @centre foods
18	Truffle oil and seasoning	2	Pcs	Shopee @rumah_vins & @green.wood
19	Red onion	2	Pcs	Tokopedia @centre foods
20	Paprika powder	1	Pcs	Green lake fresh market
21	Mayonnaise	1	Kg	Shopee @blue_mart
22	Mustard	255	Gr	Green lake fresh market

### 3.4 Control Procedures

A successful 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 smooth procedures in the production process will help to achieve business success. EAT EGG has implemented several procedures to maintain smooth operational and production quality. There is the following procedure for purchasing raw materials, production, distribution and payment.

- Purchasing raw materials
  - The company purchases the supplies based on the quality of materials owned and reliable suppliers.
  - The purchase of wet ingredients such as tuna, dill, crab stick, and smoked beef must be purchased fresh.
  - The other ingredients such as sugar, salt, mayonnaise, mustard and others are purchased at least six months before the expiration date.
- Production
  - The employees must wear a uniform along with the hand gloves, hair cap, and face shield mouth.
  - Before starting the production, all employees must ensure that all equipment is clean.
  - Smoking is prohibited in the production area and during the working shift.
  - Before doing the production process, all employees need to wash their hands.
- Distribution
  - Use FIFO system to make the product not stored for too long, also, it can avoid the expiration of the product. Besides that, make it easier to record incoming and outgoing products.
- Payment
  - The payment method uses cash on delivery system to pay the suppliers. This method can help companies to avoid fraud, product error, and easier to pay.

### 3.5 Staffing

EAT EGG has four employees consisting of three parts of production which are divided into two in the production section or station, one in the packaging section. Then one administration for the online store's (Instagram, Tokopedia, Shopee). An employee selected based on the company standards, to support the main goals or target desired by the company. The minimum requirements set

by EAT EGG company are high school or vocational high school graduates, age range 18 years to 38 years, know basic knowledge about safety hygiene and sanitation, have loyalty to the company, responsible, honest, trustworthy, and can work as a team. In selecting employees, the company is not required to have work experience. There are several advantages that the company provides for employees to be interested or enjoy their work and can last a long time, such as a day off on Saturday and Sunday, and consistent salary. Here is the salary list for the employees.

No	Division	Salary
1	Production	Rp. 4.300.000 /month
2	Administration (handle online store)	Rp. 4.300.000/ month

Table 3.5.1 Employees Salary

The company provides regulations and schedules that must be obeyed by every employee. In making existing regulations and schedules, based on the needs and target of achieving the EAT EGG company. The violation of the rules will be given reprimands and sanctions. Here are the following regulations and schedules by EAT EGG 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 hand gloves, hair caps, and face shield mouth.
- d. Employees need to maintain the cleanliness of every station.
- e. Employees must follow all the SOP that have been made and determined by the company.
- f. Employees are expected to create an excellent working atmosphere and cohesiveness with one another.
- g. If employees find out the things that are harmful to the company or employees, they must immediately report to superiors or owners.

Position	M	T	W	T	F	S	S
Production	8 AM – 4 PM	8 AM – 4 PM	8 AM – 4 PM	8 AM – 4 PM	7 AM – 4 PM		
Administration	8.30 AM – 4.30 PM	8.30 AM – 4.30 PM	8.30 AM – 4.30 PM	8.30 AM – 4.30 PM	8.30 AM – 5.30 PM		

Table 3.5.2 Employees Schedule

Day off: 5-2	
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	

Table 3.5.3 Schedule Description

UMMN  
UNIVERSITAS  
MULTIMEDIA  
NUSANTARA