

CHAPTER III

OPERATIONAL PLAN

3.1 Location & Facilities

Pusura is a home-based business located in Citra Gran housing cluster The Grassmere block Q2 no 12, Cibubur or in the owner's house. The owner chose to open a home-based business because in this complex there are people who like to snack on traditional foods, so that it fits their target market.



Figure 3.1 Pusura Location

3.2 Manufacturing / Service Methods

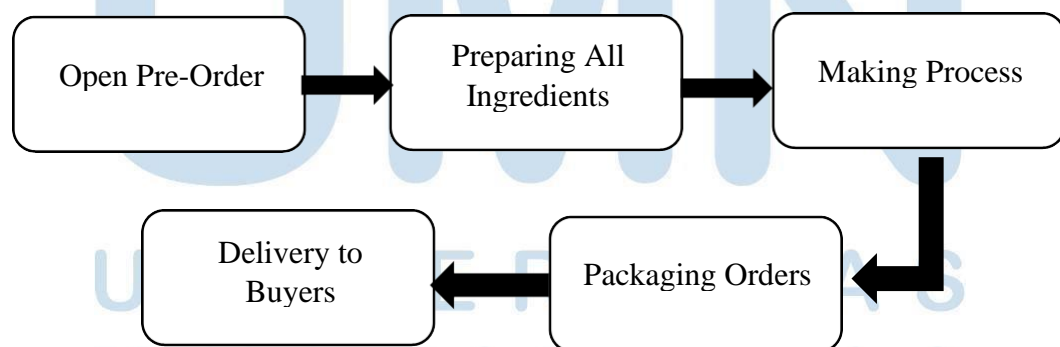


Figure 3.2 Ordering Process

The owner determines the Pre-Order system. That is by making it to be a sample photo, then posting it on social media, then if there is a new order then the

owner will make it. The processing time depends on the pudding menu that is made, but usually it takes two hours to make. On the making day, the first step is to prepare all the ingredients needed. After all the ingredients are ready, the cooking process may be start. And then, after the pudding is finished, do not forget to prepare good and attractive packaging so that it increases the interest of buyers. Next, The product is ready to be delivered.

3.3 Supplies and Suppliers

All businesses must have tools and equipments purchased from certain suppliers, including the writer's business. Below are some details of the equipments and ingredients used along with the suppliers.

Table 3. 1 Equipment & Appliances List

No.	Supply	Qty	Units	Supplier
1.	Gas cylinders	1	pc	Tokopedia
2.	Kitchen Stove	1	pc	PT Modena Indonesia
3.	Refrigerator	1	pc	PT Mitshubishi
4.	Pot	2	pcs	Tokopedia
5.	Spatula	3	pcs	Tokopedia
6.	Pan	5	pcs	Tokopedia
7.	Pudding Cup	5	pack	Tokopedia
8.	Dry Ingredients	6	pcs	Tokopedia
9.	Wet Ingredients	6	pcs	Tokopedia

3.4 Control Procedures

To handle everything and prevent something unwanted from happening, of course all businesses need control procedures. The examples are purchasing control, storage control, cost control, production control, and delivery control.

1. Purchasing Control

In purchasing control, all incoming equipments from suppliers must be checked carefully. Starting from the quality, whether or not there are defects in the equipments, functions, until the expired date. All items purchased must be ensured in good condition so it can be function properly.

2. Storage Control

Before move to the making process, it must be ensured that all materials and ingredients to be used are in new condition and still far from their expiration date.

3. Cost Control

All incoming and outgoing costs must be calculated and managed so that everything is clear and stable.

4. Production Control

In this control, it must be considered at the making process. All tools and equipments used must be clean or must be washed beforehand, to prevent foodborne illness. And for the packaging, choose a strong or sturdy, unique and cute packaging to attract the attention of buyers.

5. Delivery Control

The delivery process is borne by the buyer. Because the system is pre-order, the buyer must be responsible for the shipping costs themselves, but the company will take care of the delivery through several delivery services such as Go Send, or Grab Send.

3.5 Staffing

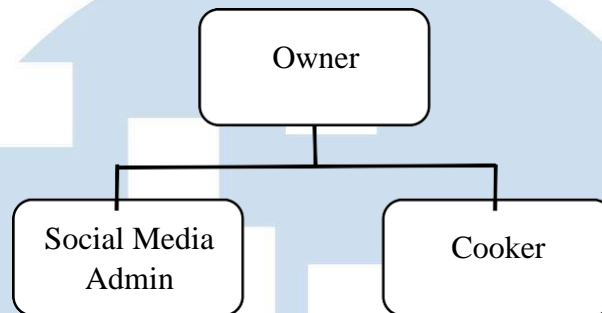


Figure 3.3 Staffing

1. Social Media Admin (Rp. 1800.000/month)

- a. Handle all social media (Instagra, WhatsApp, GoFood, Grab Food)
- b. Create a content to upload in Instagram
- c. Designin Instagram feeds and stories
- d. Help with everything related to content and design
- e. Reply to customer chat according to operational hours (8.00 AM to 14.00 PM)
- f. Handle delivery method

2. Cooker (Rp. 1.800.000)

- a. Following the standard operation procedure
- b. Buy and prepare all the ingredients
- c. Make the products
- d. Handle the store ingredients
- e. Handle the packaging method