

## CHAPTER III

### OPERATIONAL PLAN

#### 3.1 Location & Facilities

Location is one of the most important parts to determine the success of a business. Strategic location can be seen from the level of population density in a certain place, the density of vehicles passing by, how much income the residents have in the area, and the number of businesses in the area. If the area has these characteristics, then the location is strategic, the more strategic a location is, the more expensive it will be to rent or buy it more strategic the location of a company, the greater the opportunity for the company to get consumers. Strategic location will affect business success, that's why location is crucial in a business (Stiebp, Admin,; 2019).

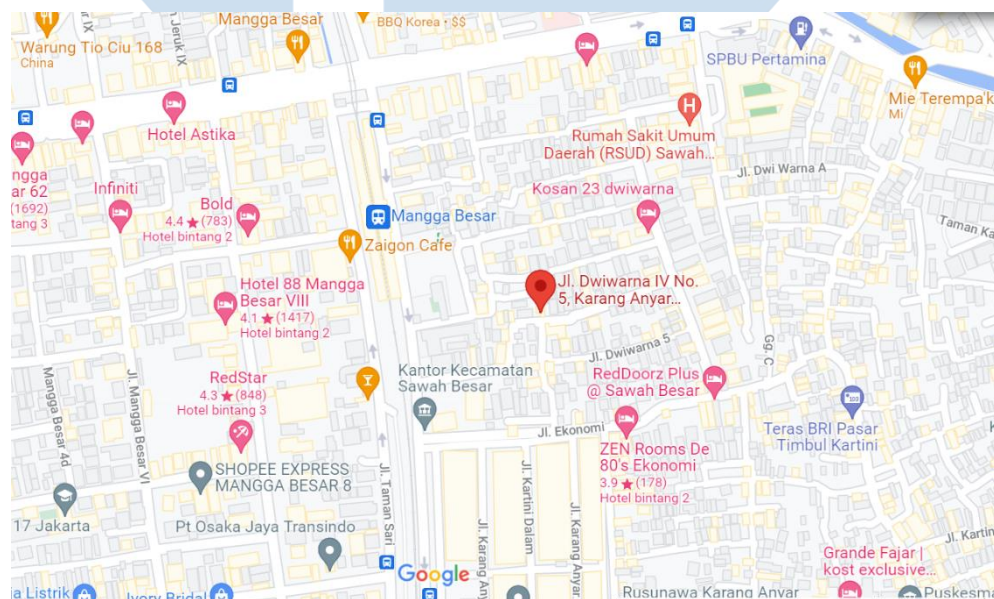


Figure 3.1 Soyatelier.id Location

As a homemade product, the writer planned to make the writer's house into a production kitchen for making products of Soyatelier.id or home industry. The house is located in Jalan Dwiwarna 4 No. 5 Sawah Besar, Karang Anyar, Jakarta Pusat. The location is very strategic and surrounded by schools, hotels, hospitals, train station, malls, market. This area is an area full of school students

because there are many schools around the writer's house, besides that, there is also a train station that can be reached just by walking make this area a busy area.

The writer can say that this location is a very strategic location, as seen in the picture above, hotels are spotted everywhere. The location is very close to Mangga Besar which is a famous culinary center in Jakarta, there are so many types of food ranging from snacks to heavy meals, and the place is always crowded with consumers. Around 2 minutes of walking, there is a traditional market which sells groceries every day and crowded in the morning. It is very easy to find anything in this area.

In the writer's house, there is one room only for kitchen which can make the writer and operational staff more focused on making products. The kitchen the kitchen has a lot of windows so the air circulation is very good. The kitchen is clean, the placement is good enough and located separately from the dining room to make the process of production easier.

### 3.2 Manufacturing / Service Methods

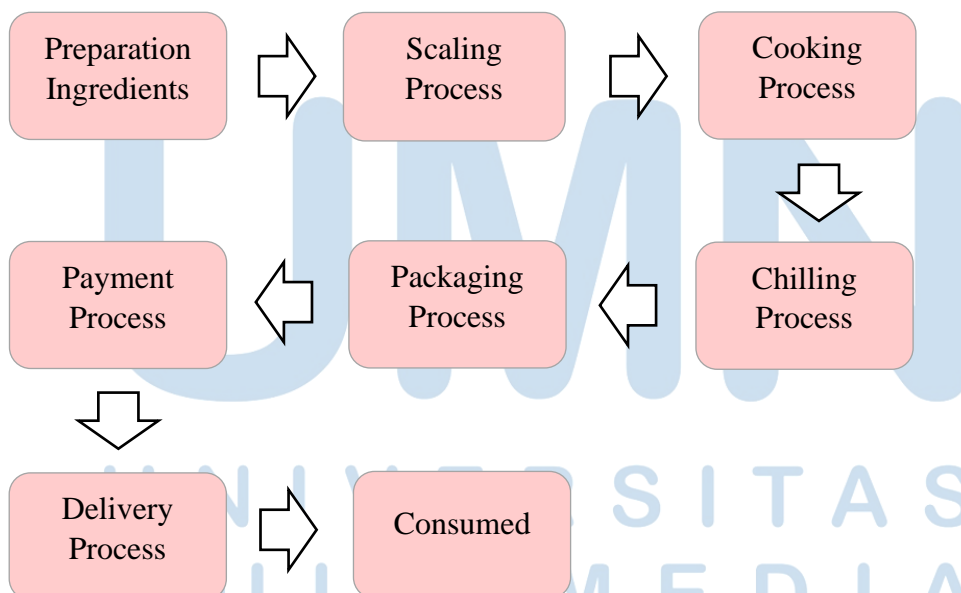


Figure 3.2 Manufacturing Chart

Soytatelier.id production and service methods started by preparation the ingredients needed for the product, after all the ingredients need are collected, then the ingredients have to be scaling at the exact amount according to the company standard recipes. After all the ingredients are well prepared, then it will enter the cooking process, at this process, all the ingredients that have been weighed will be cooked. After finishing cooking, the product will be poured into a glass jar of 150 ml, after the product is cool enough, the product will be chilled in the refrigerator to make it last longer. If there is an incoming order, the product will be taken out from the refrigerator and 30 ml of sauce will be poured into a glass jar, after that a Soyatelier.id sticker will be attached in glass jar and the product will be put into a small paper bag. After that, the driver will be paid for the product and will be delivered to the consumer, then the consumer consumes the product which is pudding.

### 3.3 Supplies and Suppliers

Table 3. 1 Equipment & Appliances List

No.	Supply	Qty	Units	Supplier
1	Showcase Mini (Gea Expo 90)	1	Pcs	Shopee @jakarta8686
2	Wok Pan (Marble Series 24 cm)	1	Pcs	Shopee @cyprus.kitchenware
3	Sauce Pan (18 cm)	3	Pcs	Shopee @sunelec
4	Measurement Jug	3	Pcs	Hari-hari
5	Spatula	4	Pcs	Hari-hari
6	Scale	1	Pcs	Shopee @wakataliving
7	Measuring Spoon	1	Pcs	Shopee @tgi_id
8	Stainless Steel Strainer	4	Pcs	Shopee @toko_sierra
9	Soup Ladle	4	Pcs	Shopee @belanjaelektronik

10	Spoon	6	Pcs	Hari-hari
11	Cutting Board	1	Pcs	Hari-hari
12	Knife	1	Pcs	Hari-hari
Raw Materials				
13	Soy Milk (Vsoy)	1000	ML	Hari-hari
14	Chocolate Milk	250	Pcs	Hari-hari
15	Plain Milk	250	Pcs	Hari-hari
16	Sugar	1000	Gr	Hari-hari
17	Cocoa Powder	90	Gr	Hari-hari
18	Jelly Powder	7	Gr	Hari-hari
19	Pandan Leaves	10	Pcs	Hari-hari
20	Ginger	1	Ons	Hari-hari
21	Whip Cream	500	ML	Hari-hari
22	Corn Starch	1	Kg	Hari-hari
23	Salt	500	Gr	Hari-hari

### 3.4 Control Procedures

To maintain smooth running in business, every company, although a start-up company or a large company requires Standard Operational Procedures, Standard Operational Procedures or standard operational procedures are documents that contain steps and work process instructions for every employee in the business, besides that SOPs also aim to minimize errors. Soyatelier.id as a startup company also need the right procedures to control all business activities keep going well.

Products from Soyatelier.id use materials that are not very durable, therefore carefulness is needed before buying the ingredients.

#### 1. Purchasing Control

Products from Soyatelier.id use materials that are not very durable, therefore carefulness is needed before buying the ingredients. All the ingredients buy in Hari-hari supermarket, before purchasing the ingredients always check the expiration date and the packaging, if the packaging is damaged and the ingredients are expired, it cannot be used and have to be thrown away. For herbs like ginger, pandan leaves, and brown sugar

always choose fresh ingredients, fresh pandan leaves have strong smells, there are no mottled on the leaves, and the color is fresh green. Fresh ginger has smooth skin, the smell is fragrant and strong, and thick. All the ingredients have to be in a good condition.

## 2. Storage Control

After purchasing, wet ingredients such as soy milk, whipped cream, milk, and chocolate compound have to be stored at refrigerator, for pandan leaves, put it in the plastic bag and then store it in refrigerator. Dry ingredients such as jelly powder, brown sugar powder, sugar, and salt must be stored in an airtight container. Always checking the expiration date of the ingredients, if the ingredients already expired, it has to be thrown away right away so it won't affect others ingredients.

## 3. Production Control

All employees of Soyatelier.id must wear hand gloves provided by the company, face mask, and uniform to maintain safety and hygiene of a product. Operational staff have to make sure that the equipment is really clean and always sanitized before use it. On the process production, the ingredients must be weighed properly according to standard recipes. All production activities must be in accordance with company procedures.

## 4. Packaging Control

Before packaging process, the texture and taste of the product must be in accordance with standard recipes, if the taste and texture do not match, then the product must be remade. Operational has responsible to control the consistency of the product. The glass jar have to be cleaned first before use, after pouring the product into glass jar, close the glass jar and put it in the chiller to maintain the quality.

## 5. Delivery Control

Check the product ordered before putting it in the paper bag, make sure the product matches what was ordered. After that, put the product in a paper bag and the delivery process will be carried out by the driver to the consumer.

#### 6. Cost Control

The cost of the business has to be monitored frequently by the owner to prevent the possibility of unnecessary lost.

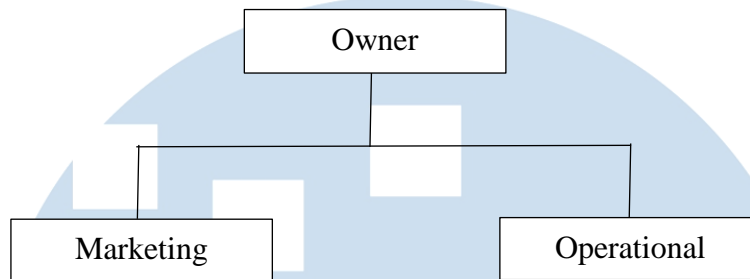
### 3.5 Staffing

At the beginning of opening, Soyatelier.id will have 2 staffs for marketing and operational, both have a same important role. The requirement for operational staff is graduated from high school, age between 18-25 years old, work experience is not really required because all the staff will be guided properly before starting to work, there will be short training about the job desc and product knowledge. The requirement for marketing staff is graduated from high school, age between 18-25 years old, able to use editing application such as adobe photoshop, know how to make content on Instagram, work experience is not really required. The staffs have to work 5 days a week and 2 days off which will be arranged randomly later, and 8 hours work per day. Each of the staffs will be paid for Rp 2.000.000 per month, and the staffs will have a place to stay. As the company grows, the salary will be increasing.

Table 3.2 Staff's Daily Schedule

Position	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Operational	OFF	OFF	08.00 - 17.00	08.00 - 17.00	08.00 - 17.00	08.00 - 17.00	08.00 - 17.00
Marketing	08.00 - 17.00	08.00 - 17.00	OFF	OFF	08.00 - 17.00	08.00 - 17.00	08.00 - 17.00

## Organizational Structure



### Job description for marketing

1. Responsible to create content in social media (Instagram and Tik Tok).
2. Responsible in promoting the product.
3. Responsible in endorsement and influencers.
4. Maintaining safety, hygiene, and health protocol in work hours.

### Job descriptions for marketing

1. Responsible to handling product.
2. Responsible to handling transaction.
3. Responsible to knowing and making the product.
4. Responsible in financial report.
5. Responsible in handling online order.
6. Responsible to serve the customers.
7. Responsible to maintaining safety and hygiene in work hours.

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