

CHAPTER III OPERATIONAL PLAN

3.1 Location & Facilities



Figure 3.1 Location

Source: Google Maps

Choosing a strategic location for a business is something that needs to be considered when opening a business. Location selection is one of the factors for the marketing success of a business. If you choose a strategic location, you have a high probability of getting a high level of sales. For T hampers cookies have a location according to where you live because it is a home industry business. Therefore, this business will be located on Jalan Hasanudin number 74 Pekanbaru Riau. But this location is close to major roads such as Jalan Sudirman, Jalan Ponegoro, and many more, making this location strategic because it is located in the middle of the city.

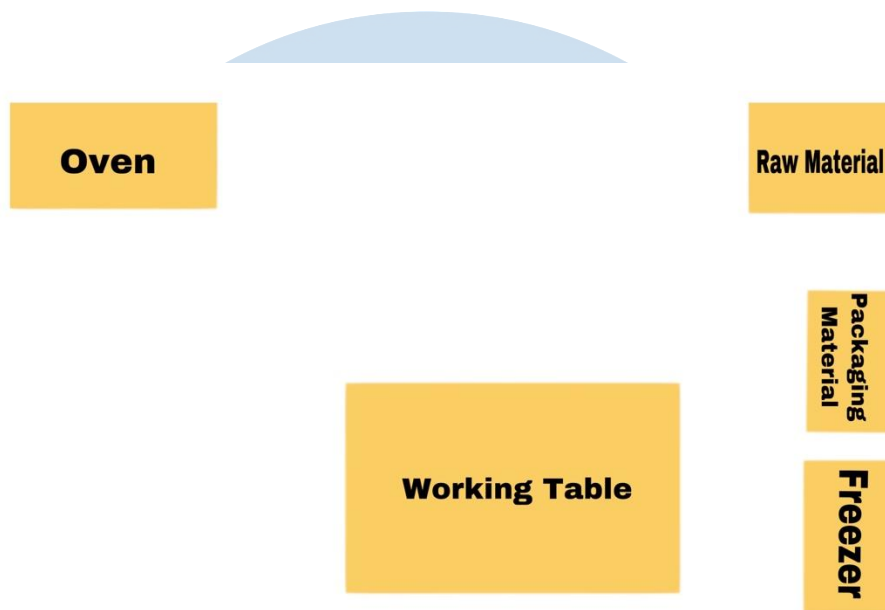


Figure 3.2 Layout Workplace T Hampers Cookies

Source: Author Data

As can be seen in the layout image above, this is where the writer lives. T hampers cookies and has a large and comfortable workspace to run their business. Starting from the storage room, the process of producing to the packaging. So that it can make the process easier.

3.2 Manufacturing / Service Methods

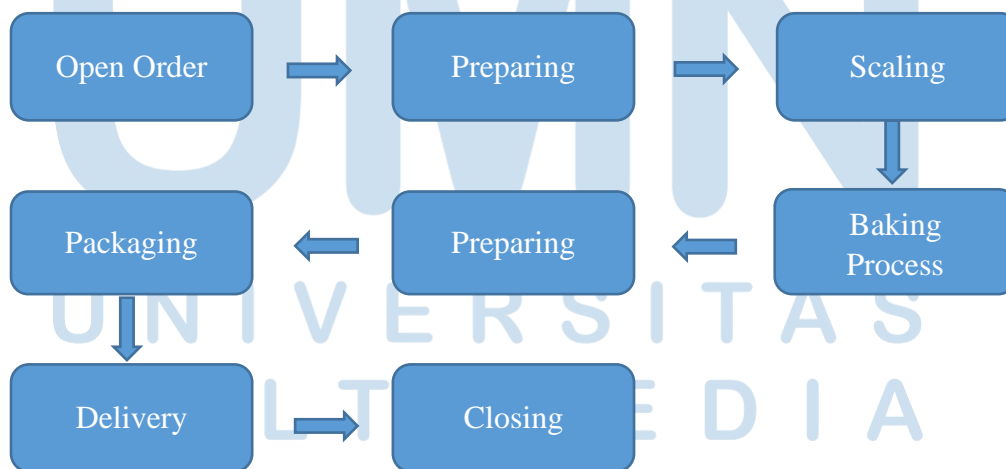


Figure 3.3 Service Flow T Hampers Cookies

1. Open Order

The first thing to do is open an order. In the first stage, consumers can ask for the product to be ordered. Not only that, at this stage there will be confirmation of the pick-up date, payment (bank transfer), and special requests desired by consumers. After that, the open order process will continue to prepare.

2. Preparing

The second step that will be done is preparing. At this stage, the materials and tools will be prepared such as flour, eggs, butter, mixer, pan, and many more. The materials will be checked whether they still have good quality and are suitable for use. Not only that, at this stage, sterilization of tools will also be carried out to maintain product quality and hygiene. After that, it will continue with the scaling process.

3. Scaling

The next process is scaling. In this process, there will be a distribution of the materials needed. Materials will be weighed and divided into containers as needed. The purpose of this process is to make it easier for the next process, namely the baking process.

4. Baking process

The fourth step is the baking process. At this stage, the process of loading cookies will be carried out. The process starts from making the dough, printing to baking. After that, it will be continued with the process of preparing.

5. Preparing

The process of preparing will provide all the needs for the packaging process. Starting from plastic, paper, scissors, glue, cork, cardboard, ribbon, wooden skewers, and of course cookies. Everything is provided before packaging to simplify and speed up the manufacturing process. After that, it will be continued with the packaging process.

6. Packaging

The next process is the packaging. In this process T hampers, cookies will be made according to customer orders. Starting from wrapping cookies to assembling and forming a beautiful array that is ready to be sent to customers. T hampers cookies will make as good as much to satisfy customers. And after that, it will continue with the delivery process.

7. Delivery

The seventh step is delivery. At this stage, the team from T hampers cookies will communicate to customers regarding product pick-up or delivery. If delivered, you can use the Go Send / Grab Express service. If the pick-up can be taken to the location of T hampers cookies. Do not forget to always ask whether the goods arrived safely into the hands of customers. After that proceed with the closing stage.

8. Closing

The last step is closing. At this stage, the workplace will be cleaned. Starting from the place for the manufacture of products to the packaging. In addition, this stage also ensures that all orders have been sent to customers.

3.3 Supplies and Suppliers

In running a business of course this business needs materials and equipment for business continuity. In order for the business to run smoothly, suppliers are needed to meet the needs of each production process. The following supplies and suppliers are used by T Hampers Cookies:

Table 3. 1 Equipment & Appliances List

No.	Supply	Qty	Units	Supplier
Equipment				
1.	Oven	1	Pcs	Toko Bahan Kue Juita
2.	Mixer	1	Pcs	Toko Bahan Kue Juita
No.	Supply	Qty	Units	Supplier
3.	Big bowl	3	Pcs	Toko Bahan Kue Juita
4.	Small bowl	7	Pcs	Toko Bahan Kue Juita

5.	Spatula	7	Pcs	Toko Bahan Kue Juita
6.	Cake pan	5	Pcs	Toko Bahan Kue Juita
7.	Napkin	10	Pcs	Toko Bahan Kue Juita
10.	Face Shield	5	Pcs	Toko Bahan Kue Juita
Raw Materials				
1.	Flour	2	Kg	Toko Bahan Kue Juita
2.	Butter	1,5	Kg	Toko Bahan Kue Juita
3.	Brown Sugar	1	Kg	Toko Bahan Kue Juita
4.	White Sugar	1	Kg	Toko Bahan Kue Juita
5.	Egg	10	Pcs	Farmers Market
6.	Food Flavoring	4	Pcs	Toko Bahan Kue Juita
7.	Choco Chips	2	Box	Toko Bahan Kue Juita
8.	Wafer	2	Pax	Farmers Market
9.	Marshmallow	2	Pax	Farmers Market
10.	Popcorn	2	Pax	Farmers Market
11.	Choco Caramel	6	Pcs	Farmers Market
Packaging				
1.	Box Mika Dus	90	Box	Lancar Jaya Packaging (Shopee)
2.	Skewers	3	Pax	Toko Bahan Kue Juita
3.	Shredded Paper	3	Pax	BeliCumaDisini (Shopee)
4.	Cookies Plastic	500	Pcs	Toko Bahan Kue Juita
5.	Sticker	100	Pcs	BeliCumaDisini (Shopee)
6.	Gift	90	Pcs	Craft.jungle (Shopee)
7.	Floral Paper	100	Sheet	Jopaper168 (Shopee)
8.	Card	200	Pcs	Craft.jungle (Shopee)
9.	Foam	30	Pcs	Jopaper168 (Shopee)
10.	Ribbon	10	Roll	BeliCumaDisini (Shopee)

3.4 Control Procedures

Product control is quite important in running a business. The control procedure can parse losses in running a business. T hampers cookies have two places in carrying out the product manufacturing process. The first place to produce cookies and the second place to carry out the packaging process. Of course, in producing food, inventory control is needed so that there is no loss. Therefore, T hamper cookies use the FIFO (first-in, first-out) method. Below is an example of a FIFO column:

Product Type:

Flour

IN			
Date	Unit	Activity	By
24/10/2021	3	Storing	Tiffany

OUT			
Date	Unit	Activity	By
30/10/2021	1	Take	Tiffany

Figure 3.4 FIFO Control Forms

In addition, T hampers cookies have several SOPs that need to be considered in the product manufacturing process. This must be done to maintain product quality and hygiene. What's more, during this super pandemic, product hygiene is very important. Here are some SOPs owned by T Hampers Cookies:

1. Employees must arrive on time according to the schedule and perform absences every time they enter and leave the workplace.
2. Employees must wear complete uniforms and use gloves, hair caps, and masks.
3. Always keep the workplace clean.
4. Employees must carry out all obligations, work honestly and be responsible for all their work.
5. Employees must maintain confidentiality regarding the T Hampers Cookies business.
6. Employees must be open and report in any case to the business owner.
7. Employees must have good relations with fellow workers.
8. The workplace should always be left in a clean condition.
9. Always record inventory and report the need for goods.
10. Employees must always follow service methods.

3.5 Staffing

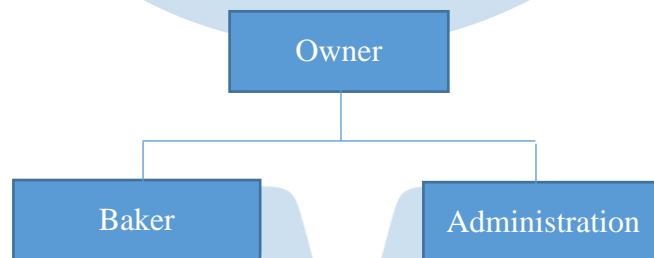
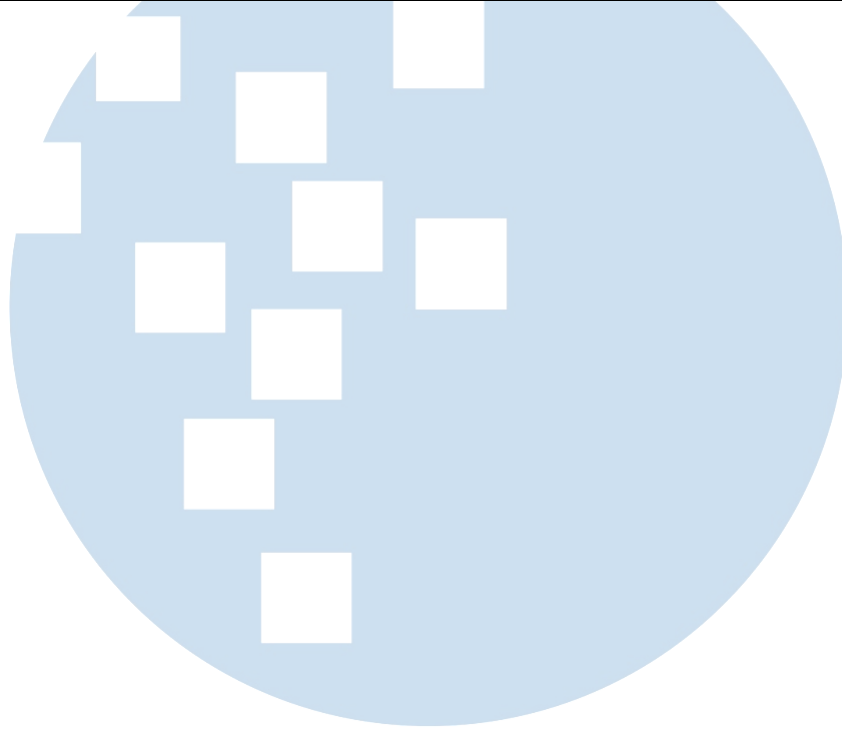


Figure 3.5 Organization Chart

Of course in running a business, you need help in running a business so that it runs perfectly and on time. Therefore T Hampers Cookies requires employees. Estimates of the employees that will be needed at the start of this business run as many as two people. One employee act as a baker and the other takes care of the administration. The owner himself will help in the baking and packaging process while the employees are on vacation. Not only that, but the owner also has the task of promoting products and calculating expenses or income. The salary that will be received by employees is Rp. 2.000.000 per month. The following is the work schedule for each employee:

Table 3.2 Schedule

Position	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Baker	OFF	7-15	7-15	7-15	7-15	7-15	7-12
Administration	9-17	9-14	9-17	OFF	9-17	9-17	9-17



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