

CHAPTER III

OPERATIONAL PLAN

3.1 Location & Facilities

Finding the perfect location is important for shops in order to attract customers by placing the organization in an area that matches with their goals and target market. The location that is chosen for Tart-It-Up store is in Ruko Arcadia Square 01, Jl. Boulevard Raya Gading, Serpong, Kelapa Dua, Tangerang, Banten 15810 with the size of 41 m². Ruko Arcadia is close to 2 schools where there is a large customer base like students, teachers and workers. It is also located to different neighbor and housings. The area is in front of public roads, making it visible to passersby.

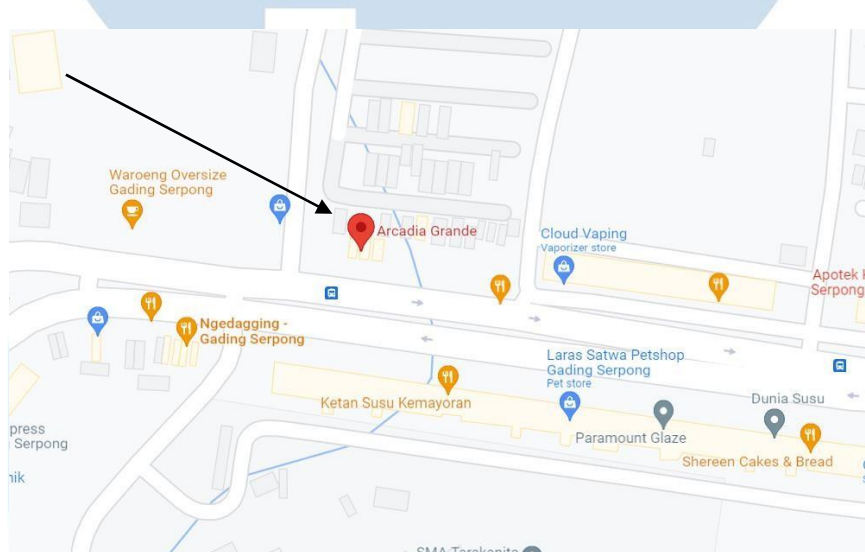


Figure 3.1 Location of Tart-It-Up

To be precise, there are 2 schools nearby the are that has been chosen which are Stella Maris School and Tarakanita Gading Serpong. In addition to that, there are multiples residentials and housing such as Arcadia Village, Monaco Village and Cluster Lavender that would increase the potential customer.

3.2 Manufacturing / Service Methods

The recipe was finalized by testing different products and ingredients that is cost friendly and effective for the purchases that is also up to the standard quality for the products.

A. Product Standard Recipe

In order to maximize efficiency and reach the standard quality that has been set. The production of the pop tart will be as the recipe given.

Recipe Name	Pie Dough			
Yield	570 gr			
Portions	44 gr @12 pcs			
No	Ingredients	Qty	Unit	
1.	All-Purpose Flour	250	Gr	
2.	Unsalted Butter	200	Gr	
3.	Cold Water	120	MI	

Table 3.1 Pie Dough Recipe

Recipe Name	Apple Pie Filling			
Yield	517 gr			
Portions	25gr @20 pcs			
No	Ingredients	Qty	Unit	
1.	Apple	250	Gr	
2.	Light Brown Sugar	115	Gr	
3.	Cinnamon Powder	10	Gr	
4.	Unsalted Butter	100	Gr	
5.	Corn Starch	42	Gr	

Table 3.2 Apple Pie Filling Recipe

Recipe Name	Sweet Potato Filling			
Yield	190gr			
Portions	25 gr @7 pcs			
No	Ingredients	Qty	Unit	
1.	Sweet Potato	160	Gr	
2.	Condensed Milk	30	MI	

Table 3.3 Sweet Potato Filling Recipe

Recipe Name	Pizza Filling			
Yield	7 gr			
Portions	7 gr @1 pcs			
No	Ingredients	Qty	Unit	
1.	Pepperoni	2	Gr	
2.	Mozzarella	1	Gr	
3.	Tomato Sauce	4	Gr	

Table 3.4 Pizza Filling Recipe

During the recipe production, the owner found out that by incorporating condensed milk as the apple pie and pizza filling both have a strong taste whereas the sweet potato filled pop tarts would be dominated by the taste of the butter from the pastry. Therefore, by adding condensed milk, it added sweetness and it will act as an agent to make the mashed sweet potato moldable.

Since the production of the pop tart needs every filling and dough to be chilled, it will be produced the day before the selling day. The morning after before the store opens, the staff would prepare to roll and to fill each pop tart to be bake and ready to sell.

Producing the product needs to be efficient in order to be able to give the customer the product on time. The total time of making all of the pop tarts with different fillings was around 6 hours including refrigerating the dough and the pop tarts before baking, taking around 1 hour 30 minutes up to 2 hour, and baking which takes around 20 up to 30 minutes. However, due to long production time, the pop tarts will be premade and frozen the day before and will be baked in the morning before opening. The pop tarts will be warmed using an oven toaster. The customer would order the pop tart first after entering the store, pay for the product, take a seat and let the staff serve the ordered pop tarts along with the sauce provided on the side. The customers may now decorate the pop tarts and eat it.

There are different ways to make the pie dough and the fillings, however, the flowchart that has been made is a standard operation procedure that has been approved and tried by the owner to maximize efficiency. This is a flowchart that will help the staff to make the pie dough for the pop tarts.

Pie Dough

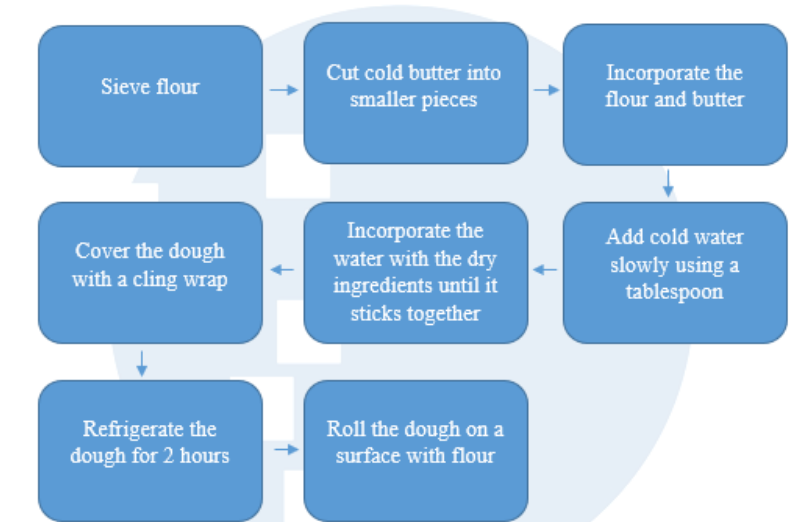


Figure 3.1 Pie Dough Flow Chart

This flowchart is the procedure on how to make an apple pie filling for the apple pie pop tart.

Apple pie filling

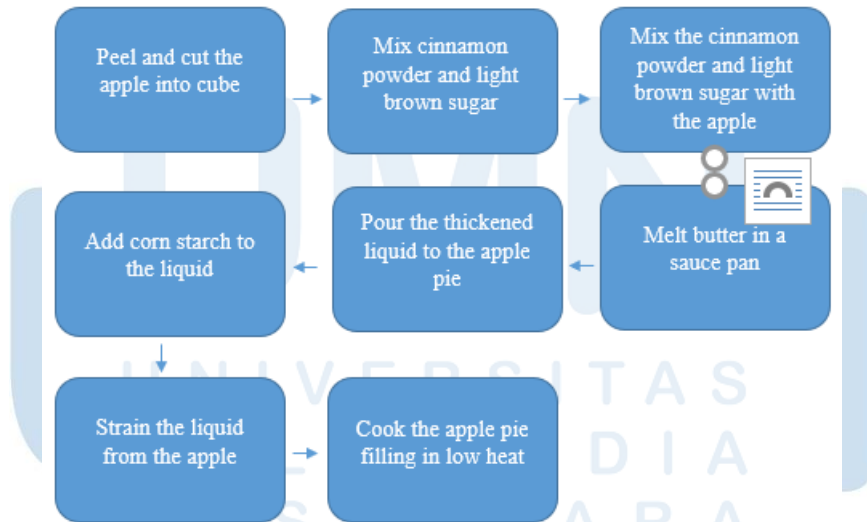


Figure 3.2 Apple Pie Filling Flow Chart

The flowchart below will be the procedure on how to make sweet potato filling for sweet potato pop tart. However, before peeling the sweet potato, make sure that it is cold enough to be handled

Sweet Potato Filling

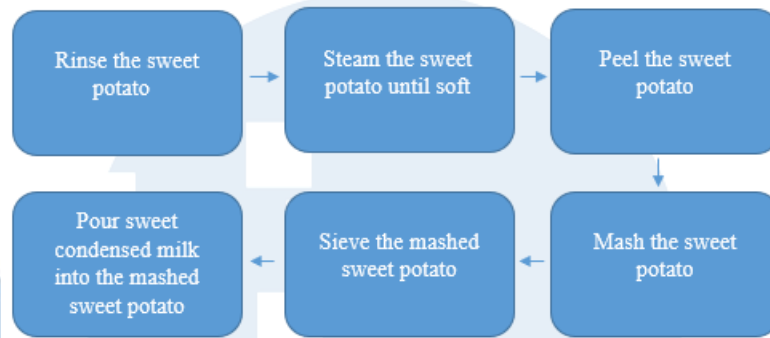


Figure 3.3 Sweet Potato Filling Flow Chart

This will be the procedure on how to prepare the filling for the pizza pop tart that consists of pepperoni, shredded or cut mozzarella and tomato sauce.

Pizza Filling

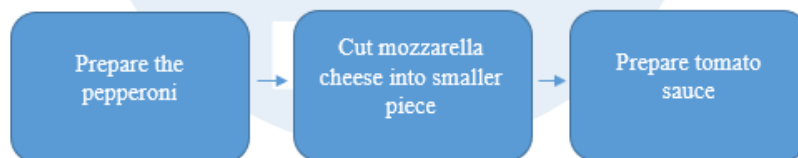


Figure 3.4 Pizza Filling Flow Chart

This is the flowchart on how to prepare the pop tart starting from rolling the dough to baking. However, make sure that all ingredients are all chilled before incorporated together in order to avoid the butter melting before baking. If it is getting doughy and feels like the butter has melted, chill it back in the refrigerator until it is hard enough

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Preparing the Pop Tarts

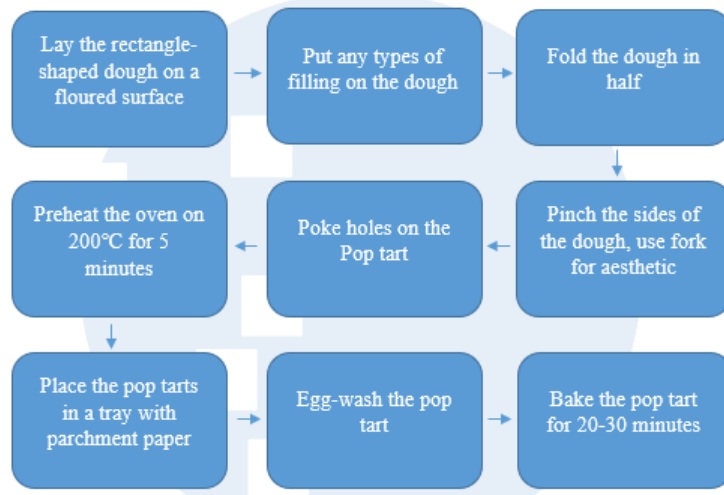


Figure 3.5 Making Pop Tart

3.3 Supplies and Suppliers

In order to have fresh ingredients, the owner choose the stores that are close to the Tart-It-Up stores, located in Ruko Arcadia. In addition to that, some stores may provide daily appliances that would be an easier access for emergency.

Table 3. 1 Equipment & Appliances List

No.	Supply	Specification	Supplier
Ingredients			
1	Unsalted Butter	Anchor Repack 500gr	Toko Bahan Kue Anugerah
2	Flour	Segitiga Biru 1kg	Toko Bahan Kue Anugerah
3	Water	Aqua 19L	AHS Selebrity
4	Apple	Fuji Apple	Pasar Summarecon
5	Light Brown Sugar	Ricoman 1kg	Indomaret
6	Cinnamon Powder	Jay's 75gr	Toko Bahan Kue Anugerah
7	Corn Starch	Maizenaku 300gr	Pasar Summarecon
8	Sweet Potato	Purple Sweet Potato	Indomaret
9	Condensed Milk	Frisian Flag 370gr	Indomaret
10	Pepperoni	Endura 500gr	Pasar Summarecon
11	Mozzarella	Perfetto 250gr	Indomaret
12	Tomato Sauce	San Remo 500gr	Farmers Market

Packaging			
13	Paper Bags	20x10x28 50pcs	PT Pola Paperindo (Tokopedia)
14	Plastic Bag	24x39 50pcs	Gudang Plastik SIP (Tokopedia)
15	Tart-It-Up Stickers	Circle 5x5 50pcs	TwinDigital (Shopee)
16	Plastic OPP Cookies	5.5x8.5 20pcs	Kissmiss.id (Shopee)
Appliances			
17	Tissue	NICE tissue 180 sheets	Etcshopline (Shopee)
18	Broom and Dustpan	30x78, 25x25x72	Newstyleindo (Shopee)
19	Mop	Scotch-Brite	Ktmstore (Shopee)
20	Cloth	Microfiber 25x15	Ling_zz (Shopee)
21	Disinfectant	Purelizer 1L Foodgrade	Purelizer (Shopee)
22	Floor Chemical	Prokleen 5L	Unitedcleaning (Shopee)
23	Dish Soap	Sunlight 1.5L	Shopee Supermarket
24	Hand Soap	Prokleen 1L	Unitedcleaning (Shopee)
25	Bucket	Lion Star 2.5L	Lionstar.id (Shopee)
26	Parchment Paper	20x37, 20pcs	Toko Bahan Kue Anugerah
27	Stove	Niko Gas Stove 64x35x9	HappyLife_Houseware (Tokopedia)
28	Digital Scale	Capacity minimum 1gr, maximum 5kg	Omas (Tokopedia)
29	Large Bowl	Supra Stainless Steel 25cm	Bursa Dapur (Tokopedia)
30	Strainer	Stainless Steel 18cm	Merlicious Cakes (Tokopedia)

31	Kitchen Utensil	Grinn	Grinn Living
32	Glove	Foodgrade vinyl 50pcs	Industrial Store (Tokopedia)
33	Mask	Duckbill KN95 10pcs	ESUTO (Tokopedia)
34	Face Shield	20x25	AbadinternasionalT rading (Tokopedia)
35	Oven	Oxone 52 52 Liter 1600 Watt OX899RC	Littlebooshop (Shopee)
36	Food Chopper	Willman WM-198, 300watt, 1L, double blade	MesinMart (Tokopedia)
37	Steamer	Stainless Steel 28cm	Raja OL (Tokopedia)
Furniture			
38	Table	Circle, light brown, 70cm	Goplayshop (Tokopedia)
39	Chair	Circle, white, 45 cm	IKEA
40	Countertop	Composite calacatta granite	Nana Marmer (Tokopedia)
41	Food Showcase	Food Display Warmer Etin ET-DH-1P	Marvell (Tokopedia)
42	Cashier Table	150x40x80cm, particle board	Day Gallery Accecories and Furniture (Tokopedia)
43	Air Conditioner	Toshiba, 29x80x20cm, 410 Watt, 5000 BTU /h	Sumber Terang Elektronik (Tokopedia)
44	Baking Tray	Eco home 37x26.5cm, high carbon steel + aluminum alloy	Echohome Indonesia (Tokopedia)
45	Cutlery Set,	Stainless Steel 410, 6 pcs spoon, teaspoon, fork, dinner knife	Gogreenstore (Tokopedia)

Table 3.5 Equipment and Appliances List

3.4 Control Procedures

In order to give the staff an efficient and a consistent work performance to maintain the quality of every product from the purchasing until the delivery, the owner has set a certain Standard Operating Procedure for each category.

Purchasing:

1. Make a list of the ingredients and supplies needed
2. Find possible vendor
3. Compare possible vendor
4. Choose the vendor and contact them
5. Set an agreement with the vendor and sign a contract

Receiving:

1. Schedule when the vendor would arrive
2. Post the name of the vendor and the name of the driver that is delivering the product
3. Prepare storage room before the vendor arrived
4. Check the product and its quality
5. Transfer the product to the storage room

Storage:

1. Clean the storage room beforehand, make sure there are no products that are no longer usable
2. Products should be placed in their respective place
3. Older useable products should be places in front of the new ones
4. Keep track on how many products are there in the storage room

Production:

1. Make sure all equipment, utensil, and the surface to make the product is clean and sanitized
2. List all of the ingredients and equipment needed

3. Prepare the ingredients and equipment needed in their respective place
4. Wash your hand and use plastic gloves to make the product
5. Prep the ingredients according to the recipe
6. Do not use used utensils for other ingredients to prevent cross contamination.
7. Make sure the butter used for the dough is chilled
8. Flour the surface to roll the dough
9. Use gloves to prepare the pop tart
10. Preheat the oven 5 minutes on 200°C before baking
11. Place the parchment paper over the baking tray and flour it
12. Bake the pop tart for 25 up to 30 minutes
13. Sanitize all equipment, utensil, and surface used to make the product
14. Prepare a cooling tray
15. Use baking gloves to take the pop tart out.
16. Do not leave the oven on if not used
17. Prepare the sauces according to the recipe
18. Prepare the packaging

Packaging:

1. List the needed utensils and supplies
2. Prepare the utensils and supplies
3. Clean the surface for the packaging
4. Use gloves while packaging pop tarts
5. Always include the respective sauces for each pop tarts ordered
6. Add stickers after at the end of each packaging

Delivery

1. Make sure to have the right order, name, and address of the customer
2. The driver of the delivery has to go to the customers address once they got the product in order to preserve the temperature

3.5 Staffing

Tart-It-Up will hire 3 different staffs for cooks, cashier, and waitress, complete with their responsibilities and their qualifications in order to apply. However, since the owner is starting small, the owner will handle most of the operation in the store with the help of family members. The qualifications are to hire daily workers once the store has gained more customer.

a. Staff Requirements

Responsibilities for Cooks

1. Prepare the pop tarts according to schedule
2. Determine the supply needed
3. Inspect the pop tarts
4. Ensure that the work station is clean and tidy
5. Control waste

Qualifications for Cooks:

1. High School Graduate
2. Preferably has certifications for baking
3. Experienced in baking
4. Able to stand up, squat and other movements frequently in a long duration of time
5. Familiar with kitchen equipment and supplies
6. Understand and follows kitchen techniques and safety procedure
7. Ability to read, comprehend and follow recipe

Responsibilities for Cashier:

1. Process transactions
2. Calculate costs
3. Accept payments
4. Calculate and return change correctly when required

5. Answer questions from the customers
6. Able to count the total amount of revenue per day

Qualifications for Cashier:

1. Bachelor Graduate
2. Experienced in Cash handling
3. Strong customer service skills
4. Able to handle transactions
5. Basic math and computer skills
6. Able to stand in a long duration of time
7. Able to pay attention to detail

Responsibilities for Waiter/Waitress

1. Greeting customer as they went in
2. Take customers order and deliver them to the kitchen
3. Confirm the customer's order twice
4. Check if the customer's satisfied with their order
5. Pick dirty dishes and bring them to the kitchen safely

Qualifications for Waiter/Waitress:

1. High School Graduate
2. Preferably experienced in being server
3. Strong customer service skill
4. Great communication and managing skill
5. Able to answer questions from customers
6. Great physical strength and stamina
7. Able to work well under pressure

b. Salary

1. Cashier and Waitress

In order to avoid more cost while the business starts small, the store will be run by the owner with the help of family members, assisting as the cashier and waitress. The owner will recruit the owner's mother to help as a part time cashier and 10% of the share will be given as a part of an agreement. Working as a helper, the working hour would start at 10 AM and up to 9 PM. However, it is possible to be flexible throughout the whole day.

2. Operation Staff

Due to the circumstances of the product that has to be made the day before, Tart-It-Up needs the help of a cook in order to keep making batches of apple pie fillings, sweet potato fillings, and the dough beforehand, a full-time staff is needed. The store opens at 10 AM, however, all staff should come at 9:30 to clean and to prepare the presentation of the pop tart. The cook and the owner will come at 8:30 or 9:00 AM in order to prepare and to bake the pop tarts before opening.

The salary for the chef would be Rp 2.500.000 for a month, with the work time from Monday to Saturday. With the same amount of working days, both the cashier and waitress will get Rp 2.100.000 per month.

