

## CHAPTER III

### OPERATIONAL PLAN

#### 3.1 Location & Facilities

ReS'Tu Anda can be found at Citra 3 EXT block B24/12A. Our company is a home industry where our product will be produced at the owner's residence. The location is pretty strategic because the society around the location is very welcoming to something new. With the welcoming society it's a great location for selling new kind of sausage that people new to.

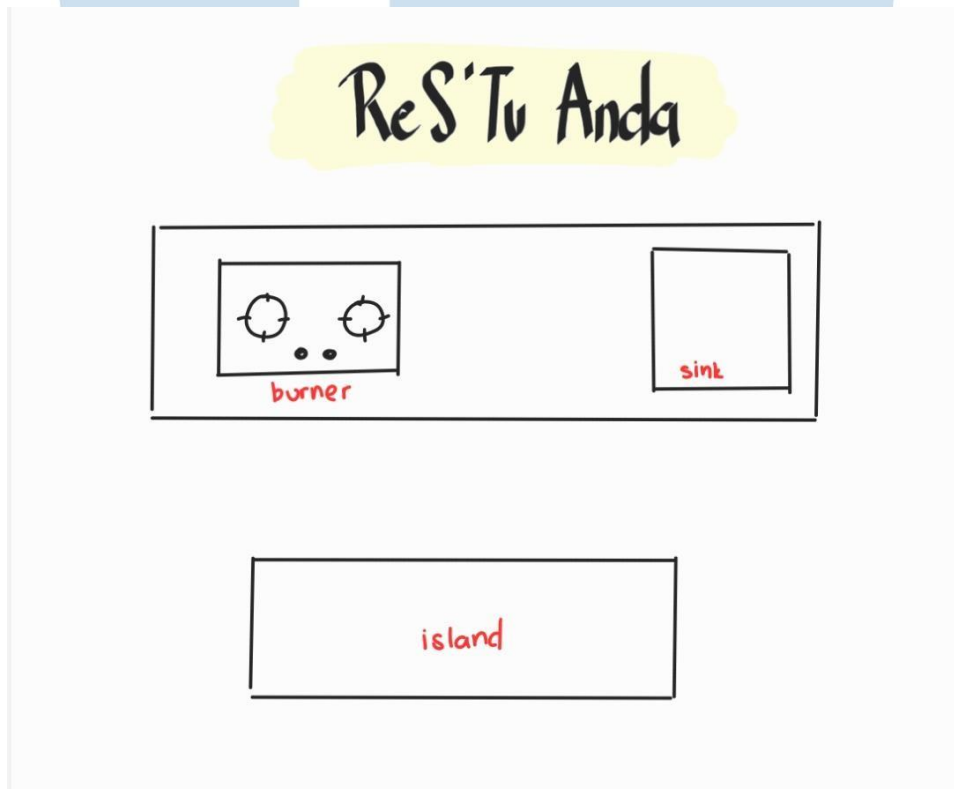


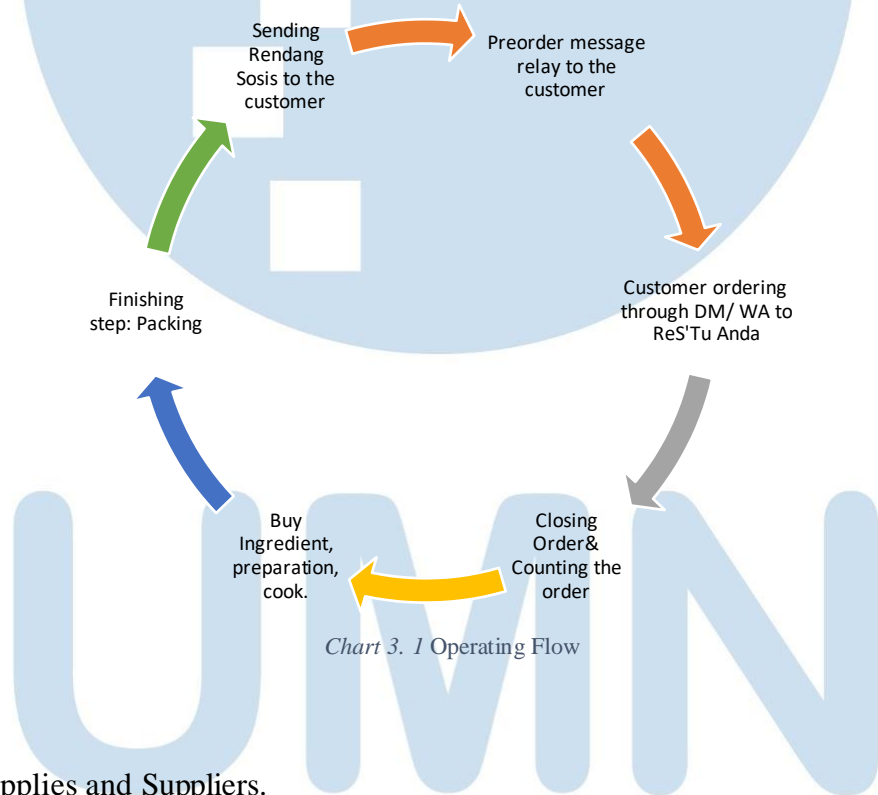
Figure 3. 1 Kitchen Blueprint

The kitchen room is 3m x 3m with 1 sink and 1 stove with 2 burners. The kitchen also has island for preparing the ingredient. And there will be other facilities such as Wi-Fi, laptop, phone, drinks, and area for resting.

### 3.2 Manufacturing / Service Methods

Rendang Sosis will take several hours to create the delicious taste from the fusion of sausage and rendang. The process will start from buying the raw ingredient, then after preparing all the ingredient, start to cook the sauce, after the sauce done, time to do the fusion.

The customer can buy this by WhatsApp and also Instagram DM. ReS'Tu Anda will send message through WhatsApp. For Instagram, ReS'Tu Anda will post Story and also post Feed. The content for the story, feed, and message are about the max. date order and about the sending date.



### 3.3 Supplies and Suppliers.

Table 3. 1 Supplies and Suppliers

No.	Supply	Qty	Units	Supplier
<b>Appliances</b>				
1.	Stove	1	Pcs	Amac Store
2.	Steamer	1	Pcs	Cellis Houseware

3.	Teflon Pan	1	Pcs	AHA Store Official
4.	Blender	1	Pcs	Midea
5.	Vacuum Sealer	1	Pcs	Lgs partai
6.	Bowl	2	Pcs	MGM Online
7.	Spatula	1	Pcs	Indokurnia
8.	Scales	1	Pcs	Two heroes
9.	Measuring Jug	1	Pcs	Anrika shop
10	Gas cylinder (3kg)	1	Pcs	
Packaging				
11	Vacuum Plastic	100	Pcs	Citra Packaging
Raw Material				
12	Rendang Spices	1	Pcs	
13	Coconut milk	1,5	Liter	
14	Intestines	250	Gram	
15	Rice noodles	1	pack	
16	Beef	500	Gram	

For make sure the taste and the quality of Rendang Sosis is maintainable, so there will be some SOP (Standard Operation Procedure):

#### 1. Handling intestines

First, Clean the intestines outer part and inner part with running water. Take the outer part of the intestines, to make the intestines starchier. Using running water check the intestines if there are some holes, If the intestines have hole than it can't be use. Clean again with running water until the water are clear

#### 2. Making rendang sauce

Sauté all the grounded spices until it smells nice. Pour the light coconut milk and wait until the coconut milk are reducing. After the sauce are thick, pour again the thick coconut milk. Let the water evaporate and let the sauce on the top of stove until the oil from the coconut milk appear and the sauce are crumble enough.

#### 3. Making Rendang Sosis

Prepare the boiled rice noodle, minced beef, and rendang sauce. Using 50gr of minced beef, 45gr of rice noodle, and 55gr of rendang sauce, then mix well in the bowl. Using a plastic bottle neck as the funnel for inserting the ingredient

into the intestines. Insert the ingredient into the intestines and tied the end of the intestines. Steam the Rendang Sosis using steamer for 15 minutes.

#### 4. Packaging

After the sausages are cool. Put the sausage into the vacuum plastic. Vacuum the plastic and stick the brand sticker. Put on freezer or deliver the sausage right away using online delivery.

#### 3.4 Staffing

ReS'Tu Anda will start the business without any staff. The owner will be the one to cook and do the marketing. With cooking the Rendang Sosis by the owner, the owner can promise the quality of the product. The marketing will be done by the owner by using social media to attract people and another way for marketing is by doing door-by-door marketing with sharing the tester of ReS'Tu Anda Product, Rendang Sosis.

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