

## CHAPTER III

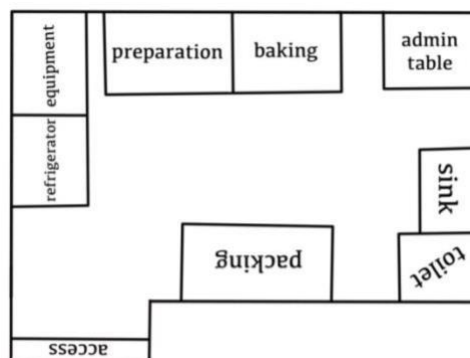
### OPERATIONAL PLAN

#### 3.1 Location & Facilities



Picture 3.1 M-Town Residence

The production house for Seukon Dairy will be located in Gading Serpong, Tangerang, more accurately in M-Town Residence Tower Bryant 9/25, Kelapa Dua, Tangerang. Choosing Gading Serpong as the area for developing the business is because of the strategic location near the three universities, schools, and clusters. The strategic location is one of the most significant aspects of running the business. Based on Seukon Dairy's target market, which is the Gen Z, this location is excessively strategic. This location is also near to some coffee shops that will collaborate for the consignment. Considering this business will use delivery service, the location of Seukon Dairy is very accessible by the driver.



Picture 3.2 Working Area

The facilities provided by Seukon Dairy as seen from the picture above, there will be a mini office and kitchen area. The mini office for admin will be facilitated with table, chair and laptop and for the kitchen area will be facilitated with table and equipment. For the workers it will be facilitated with WI-FI and a parking lot.

### 3.2 Manufacturing / Service Methods

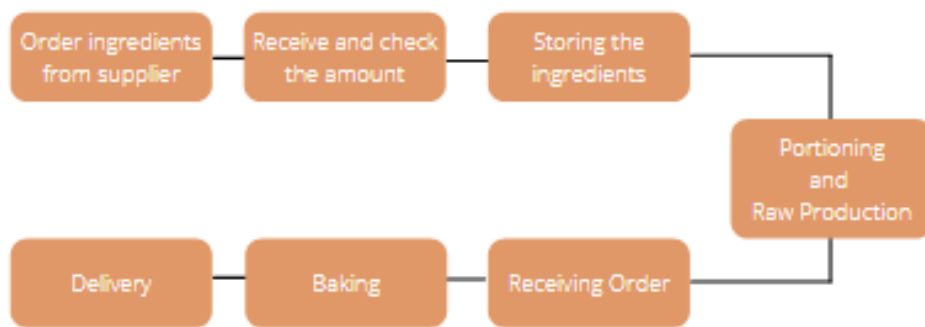


Chart 3.1 Operational Flow

For the production of Seukon Dairy, the first step is to order the ingredients from the supplier. Ordering ingredients scheduled every three times a week to anticipate running out of the ingredients. Next step after ordering is receiving the ingredients and checking the amount whether it's lacking or excess. After checking all the ingredients are complete, the next step is storing the ingredients using the First In First Out Method. This is a method to use the ingredients that went into the refrigerator first, so the new ingredients will be stored at the back. After that the ingredients will be portioned and half way processed which is to make the scone dough and all the cream. After receiving orders, the scone will be baked for 15 minutes and will be packaged and delivered to the customers. The scone dough can be frozen for about one week in the freezer.

### 3.3 Supplies and Suppliers

In producing the product of Seukon Dairy, plenty of appliances and supplies will be required to make all the products. Below are the appliances and supplies needed.

Table 3.1 Supplies and Suppliers

No.	Supply	Qty	Units	Supplier
1.	Oven Electric	2	Pcs	Mito Electronic
2.	Refrigerator	1	Pcs	Sharp
3.	Mixer	2	Pcs	Mito Electronic
4.	Stainless Steel Bowl	5	Pcs	Asli Shop on Shopee
5.	Stainless Steel Tray	3	Pcs	Rosh Official on Shopee
6.	Spuit	5	Pcs	Bakermart Gading Serpong
7.	Rolling Pin	1	Pcs	Bakermart Gading Serpong
8.	Ring Cutter	2	Pcs	Shopee
9.	Digital Scale	2	Pcs	Ruvo Official Shop on Shopee
10.	Spatula	5	Pcs	Bakermart Gading Serpong
11.	Knife	2	Pcs	Oxone
12.	Plastic Wrap	1	Pcs	Bakermart Gading Serpong
13.	Baking Paper	1	Pcs	Bakermart Gading Serpong

14.	Microwave	1	Pcs	Panasonic
Ingredients				
1.	Raw Ingredients	-	-	Bakermart Gading Serpong

### 3.4 Control Procedures

Standard Operational Procedures is very important for every business to run smoothly. In order to minimize errors, losses and waste, Seukon Dairy has the SOP from the purchasing until delivering the products. In purchasing and receiving ingredients, the purchasing control starts with making a list of ingredients that will be purchased, the quantity of the ingredients and calculating the cost, then making a list of received products to prevent the mistake after receiving the ingredients. After that storing and portioning using FIFO method (First in First out) to keep the good quality of the product (Kenton, 2021). The admin will be receiving orders from customers and must be processed immediately. In addition to keep the high standard of the product, here are the SOP that must be obeyed by the production staff

The standard operational procedure for the production in Seukon Dairy:

- a. Ensure the working area is clean and sanitized.
- b. Always wash hands before entering the kitchen area.
- c. Wear a face mask, hand glove and head cap.
- d. Follow the standard recipe of every variant.
- e. Using the FIFO method for portioning and raw production
- f. Bake the scone for 15 minutes
- g. Add the cream to the scone
- h. Packing the scone to the box and labeled with sticker
- i. Clean all the equipment used and sanitize the working area.

### 3.5 Staffing

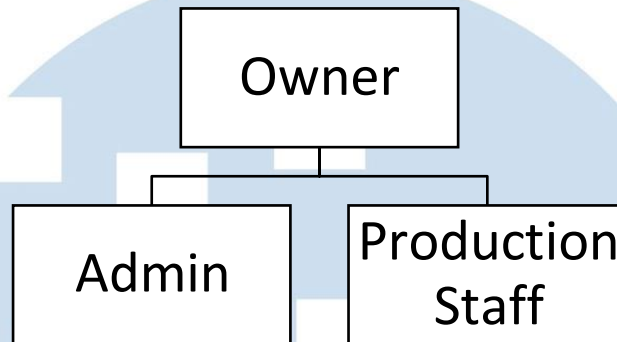


Chart 3.2 Organizational Chart

Since this is still a small business, the owner will only employ two workers that have a responsibility to become admin and production the products. The admin will responsible to handle the order and also record the income and expenses daily. The production staff will be responsible to make the product from the beginning and maintain the kitchen area. The marketing and finance will be cater by the owner to reduce the expenses in the several months. The operational hours for the staff will be from 10 AM – 7 PM , with one day off. The salary for admin will be at Rp 1.200.000 and the production staff will be at Rp 1.500.000