

## **CHAPTER III**

### **OPERATIONAL PLAN**

#### **3.1 Location & Facilities**

Sold specially as a homemade product, Bloomy Salad Dressing will produce all of the products in the owner's house that is located in Utan Kayu, East Jakarta. The location itself is potential for open a business and it is strategic for potential buyers who lives around East Jakarta and Central Jakarta. The location is near from golf course, residences, offices, schools, stores and malls that are ideal with the age of the target market, from 15 years old to over 55 years old.

The facilities for the production house such as stainless steel working table, shelves, complete cutleries and stove for cooking, packaging such as glass bottle and not to forget, laptop and smartphone for supporting the social media and e-commerce needs.

#### **3.2 Manufacturing Methods**

- 1. Briefing**

Every day, before start the operational, the owner will lead the briefing and talk about the daily schedule and goals to achieve in a day to all staff.

- 2. Preparation**

After done briefing, all staff must ensure the working area is clean and sanitized. Then, ensure to check all the ingredients are available in the storage or fridge.

- 3. Creating the product**

After done preparing the ingredients, all of the products have to be made according to the standard recipes that already given. Ensure the equipment are clean and sanitized before.

#### 4. Packaging

After finished, all product will be packed properly and safely. Along with appreciation sticker for the buyer.

#### 5. Closing

It is mandatory to clean up and return the ingredients and equipment to the correct place. Ensure all the staff to clean up the table and return all equipment, turn off the lights and sanitized the working space.

Before finally selling the product, the writer manages to create the standard recipe with several recipe test before. The final standard recipe is already revised to create a perfect taste before selling it to the buyer.

The logo for Universitas Multimedia Nusantara (UMMN) features the letters 'UMMN' in a large, bold, light blue sans-serif font. The letters are thick and rounded, with a slight shadow effect. The 'U' and 'M' are connected at the top, and the 'N' is slightly taller than the 'M'.

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### 3.3 Supplies and Suppliers

These are the suppliers the owner chooses to support the business operation.

Table 2.6 Equipment & Appliances List

No.	Supply	Qty	Units	Supplier
1.	Spoon	1	Pc	PL Store
2.	Measurement mug	5	Pcs	Toso Official
3.	Funnel	2	Pcs	Pamosroom Living
4.	Balloon whisk	2	Pcs	Quishop
5.	Digital measurement	2	Pcs	Lakulaku
6.	Blender	1	Pc	Saudara Kelapa Gading
7.	Chiller	1	Pc	Kios Elektronik
8.	Silicone Spatula	4	Pcs	AtoZ Warehouse
9.	Chopping board	2	Pcs	Tujuh78Delapan
10.	Lemonade squeezer	2	Pcs	Homia
11.	Plastic bowl	10	Pcs	Pamosroom Living
12.	Aqua gallon	1	Pc	Indomaret
13.	Cooking gas 12 KG	1	Pc	Viaramart Utan Kayu
14.	Stainless kitchen table	2	Pcs	Global Home Centre
15.	Steel cupboard rack	2	Pcs	Beauty Look.ID

### 3.4 Control Procedures

The SOP of Bloomy Salad Dressings are as followed:

- a) Standard Operational Protocol for staffs.
  1. All staffs should concern about the standard health protocol, such as drinking vitamin if needed, wearing mask properly and spray their hands using hand sanitizer before going to the kitchen.
  2. Kitchen staffs always have to wear food grade hand gloves to proceed the operation and freely to change the gloves if they need to.
  3. All staffs that need a toilet break have to take off their hand gloves and have to renew it.

4. Kitchen staff required to check the ingredients in the storage or chiller, ensuring all ingredients are still available.
5. Prepare all the equipment needed and ensure it is clean and hygiene.
6. Follow all the working steps based on the recipes.
7. Ensure to fill up the dressing to 250 ml.

b) Packaging Procedures

1. Before sealing the bottle cap and put the sticker on, ensure the bottle is clean by wipe it with sanitized tissue or cloth.
2. Put the stickers on properly and aligned.
3. For orders, wrap every bottle with enough amount of bubble wrap so it will be safe.
4. Put it inside the packaging box neatly along with the owner's name card.
5. Put the sticker of the buyer and the destination on the box.
6. Cover the box with bubble wrap to be more safe.

### 3.5 Staffing

For this business, there is the Owner, 2 staffs which consists of Operational Staff and Marketing Staff. The staff working hours from 8 AM to 6 PM with 2 days off, which is on Monday and Tuesday.

Table 2.7 Staff Job Description

Job Description	Owner	Operational Staff	Marketing Staff
Hiring staff and training	✓		
Hold a briefing	✓		
Inventory Supply		✓	✓
Marketing and advertising			✓
Checking ingredients	✓	✓	

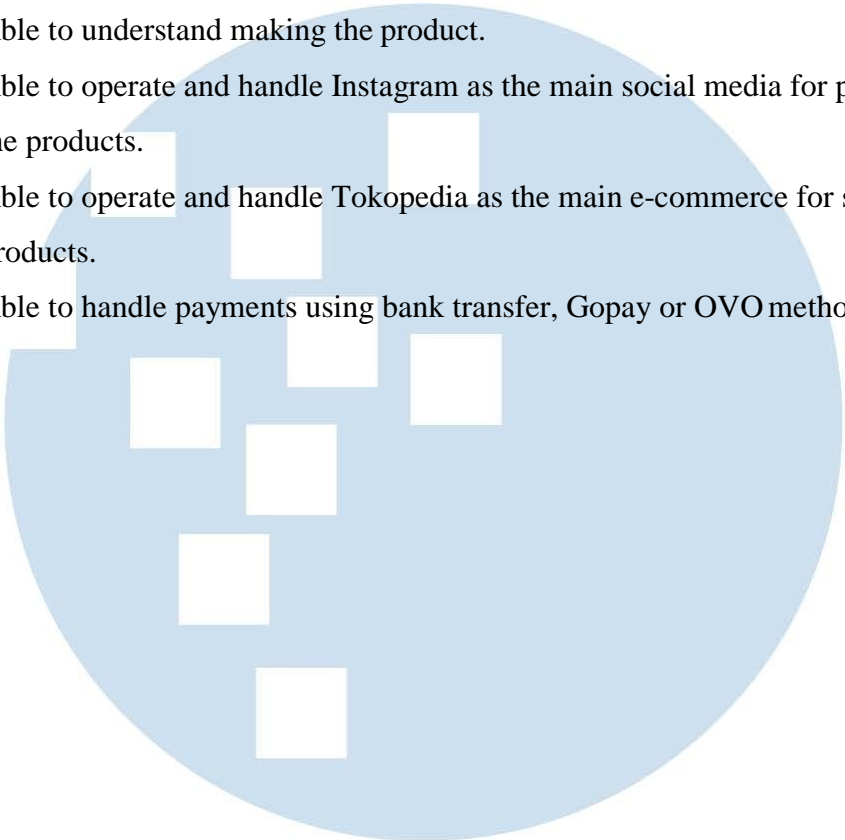
Buying and preparing ingredients	✓	✓	
Manufacturing the product		✓	
Evaluate the product	✓		
Receiving order	✓	✓	
Managing the e-commerce operation			✓
Packaging the product		✓	
Shipping the product		✓	
Maintaining and cleaning the equipment	✓	✓	✓
Customer service	✓		

Requirements for operational staff for working at Bloomy Salad Dressing:

1. Minimum of high school graduate (SMA).
2. Have awareness about hygiene and cleanliness.
3. Able to complete the daily tasks efficiently.
4. Fast learner and persistent.
5. Honest and able to work in a team.
6. Able to understand operating Instagram, Tokopedia also Microsoft Excel for any calculation needed.

Requirements for marketing staff for working at Bloomy Salad Dressing:

1. Minimum of high school graduate (SMA).
2. Has the ability to create customer engagement.
3. Creative and able to channel new ideas.
4. Honest and able to work in a team.
5. Able to handling orders and payments properly.
6. Able to understand operating Microsoft Excel for any calculation.

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7. Able to understand making the product.
  8. Able to operate and handle Instagram as the main social media for promoting the products.
  9. Able to operate and handle Tokopedia as the main e-commerce for selling the products.
  10. Able to handle payments using bank transfer, Gopay or OVO methods.

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