

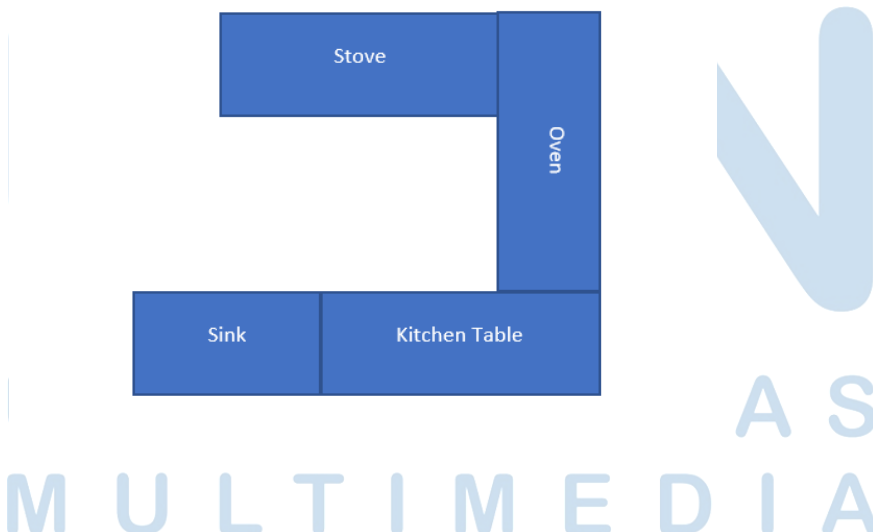
CHAPTER III OPERATIONAL PLAN

3.1 Location & Facilities

Brown Bites is a home production that will be located in Gading Serpong area. To be more specific, it is close approximately to a number of institutions as well as schools, universities, and offices. One of the selling points of the market is which could be a new option for both teenagers or office worker whom are concern with their healthy snacks or those whom are gluten intolerant.

One of the crucial aspects is the location because if a product of a business is in a strategic place it will also be easier to meet the target market and then there will be more potential for the brand to expand. Brown Bites has planned to be able to form consignment agreements with large supermarket such as Grand Lucky, Ranch Market, and KemChick Soon in our office, we will provide some facilities for our employees such as computers, wi-fi, and air conditioners in order to support them on working. Herewith we provide our blueprint of the store.

Figure 3. 1 Kitchen Blueprints

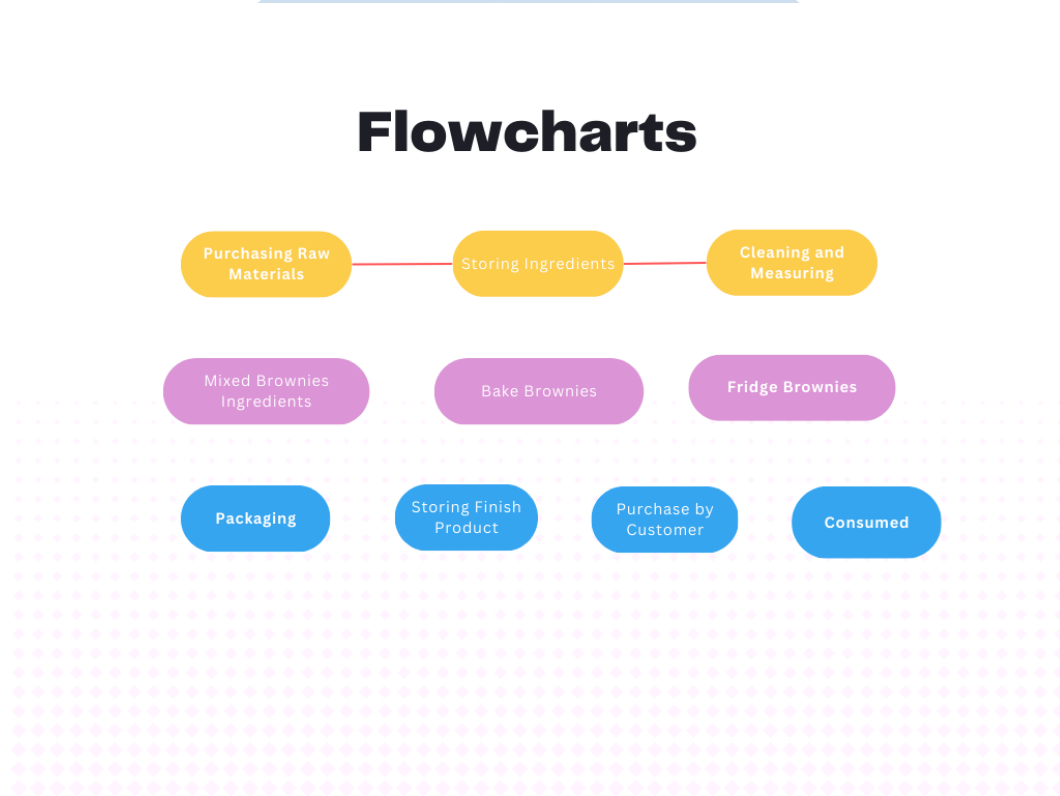


3.2 Manufacturing / Service Methods

Before making a product, the product must have been on trial and error in order to meet the standard recipe which will be the standard to measure our products every

production time. We are also arranging our workflow procedure, from purchasing the ingredients to selling part. As you might see it on the chart below.

Figure 3. 2 Manufacturing Flowcharts



It is all begin from the purchasing ingredients. We have our trusted store which always provide good quality ingredients with good quality of treatment to the products. Then, it will be pass to quality in our store as it should always be double-checked before it is entering the kitchen. After that, we start to the process of making brownies from mixing all ingredients until bake and fridge the product for 1 hours. Then it will be pass in to the packaging section to package and we also storing the finished product into the right places. The product with packaging box and it is ready to sell to the customers and already can consumed.

3.3 Supplies and Suppliers

Because Brown Bites opened a shop of course a lot of equipment was prepared to start production as well as the facilities in the shop. below are the suppliers that Brown Bites uses in making brownies as well as some of the facilities and equipment that are prepared in it.

Table 3.1 Equipment Expenses

Equipment	Specification	Unit
Stove	Rinnai 522s	1
Refrigerator	Aqua AQR 1 Door	1
Handphone	Samsung Galaxy a13	1
Laptop	Lenovo Idepad 3	1
Pos (Point Of Sale)	Moka	1
CCTV	Bardi PTZ	1

3.4 Control Procedures

To maintain freshness and also for customer satisfaction, our team use a “first in and first out” (F I F O) system, because apart from being able to maintain the quality of the products we serve, the use of this method expected to make it easier for us to do the bookkeeping, because the previous ingredients we had bought earlier will be used first and also the shelf-life will be end earlier as well. Below is an example of F I F O control procedures

Table 3. 2 FIFO Control Procedures

Date	Description	Quantity	Price	Must Used Before
1 January 2022	Initial Inventory	200 Unit	Rp.20.000	1 January 2023
3 March 2022	Buy	150 Unit	Rp.18.500	3 March 2023

Brown Bites also provides a free delivery service for a radius of up to 2 Km. We are also register brown bites on on-line application such as Go Food, Grab Food. We are also taking part on e-commerce applications such as Shopee and Tokopedia. Brown Bites signature packaging uses a laminated cardboard box, with our brownie itself wrapped in baking paper and a packaging sticker from Brown Bites. Our

reason for using cardboard is because this packaging makes our product look more attractive and it is also be microwaveable.

3.5 Staffing

For the first start, Brown Bites will be run by 2 people who are taking part as the marketing team and also in-store operations. Below are the job description for both Marketing Team and Operational Team, and Production Team

Job Description for Operational Staff:

- A. Responsible for the transaction process
- B. To keep the store clean
- C. To be Always check inventory and also list daily needs.
- D. Provide good offers to customers and also know the store's product knowledge

Job Description for Production Staff:

- A. Provide good offers to customers and also know the store's product knowledge
- B. To keep the kitchen clean
- C. Responsible to the product of brownies from the beginning until packaging the brownies

Salary

According to PP Pengupahan No. 36 Tahun 2021 Pasal 36 it is stated that, the wages set must be based on an agreement between the employer and the worker. The amount of wages set for small business workers is at least 50% of the average provincial consumption. The 2022 South Tangerang UMK is set at IDR 4,280,214.51. Because this is a small business and has just opened its first branch, it is determined that the salary paid is Rp 2.000.000 per month. It is already planned on our first season after opening, to reach the income goals first, alongside with our capital.