

CHAPTER III

OPERATIONAL PLAN

3.1 Location & Facilities



Figure 3. 1 DriBo Location

Location selection is one important thing in opening a business. The location of the business can affect the market of the product. DriBo wants to open a business in the Gading Serpong area. The specific location at Summarecon Mall Serpong. The location of DriBo is very strategic because Summarecon Mall Serpong is the biggest mall in Gading Serpong and is always crowded with people.

The owner wants to open DriBo in the form of a booth with complete facilities that can make the customers comfortable. The facilities that DriBo provide is a seating place, wifi, an air conditioner, CCTV and a cozy place. The facilities make customers comfortable when hanging out with friends, work, and others.

DriBo not only provides facilities for the customer but also the employees. The facilities for employees such as production area, cashier area, storage, refrigerator, and rest area for employees.

3.2 Manufacturing / Service Methods

DriBo has a high-quality of the ingredient at reasonable prices to demonstrate the quality of the product that the customers purchase. All ingredients that purchase has to inspected and has a good quality. This thing to maintain the customer trust and customers satisfaction. Flowchart from purchasing until selling has to follow to create a good product.

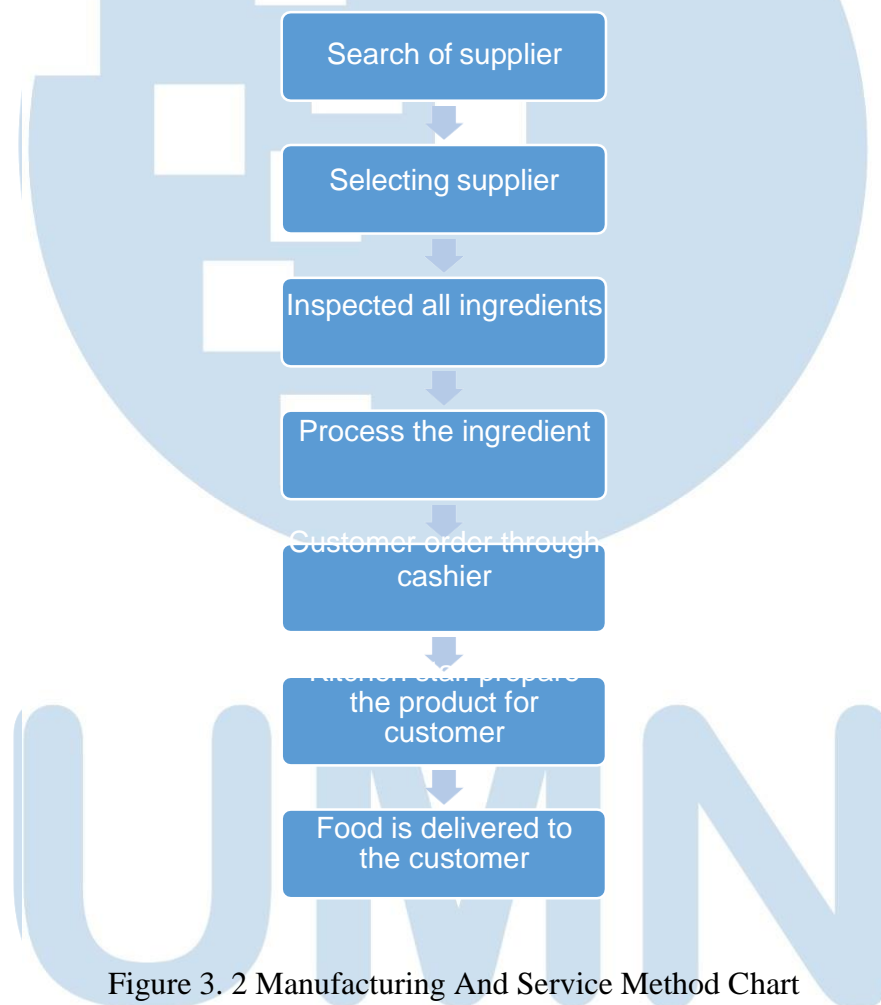


Figure 3. 2 Manufacturing And Service Method Chart

The manufacturing and service method chart above shows the process of DriBo product is done with a well-organized procedure to create the product with good quality. The process of production DriBo starts with the search for suppliers. The owner of the business has to search for a supplier to support the business. After selecting the supplier, the owner must select the correct supplier. Selecting the supplier must base on the analysis. Inspected all ingredients, after

purchasing the ingredient and the ingredient comes the owner has to check first the ingredients are correct and a good quality. After that production process, all ingredients are processed until it becomes a product. The customer order through the cashier. The kitchen staff will prepare the product and the last process is delivering the product to the customer.

3.3 Supplies and Suppliers

Supplier is one important in running a business. Supplier can support the business with provide any kind of things needed to running the business.

Table 3. 1 Equipment and Appliances List

No.	Supply	Qty	Units	Supplier
Appliances				
1	Electric Stove	4	Pcs	Sekaihome
2	Undercounter Chiller 2 Door	1	Pcs	Gea
3	Ice Maker Machine	1	Pcs	Hicon
4	Handphone	1	Pcs	Oppo
5	Laptop	1	Pcs	Asus
6	Chasier Machine	1	Pcs	Shopee
7	Cctv	2	Pcs	Bardi
8	Kitchen Table	4	Pcs	Royal Kitchen System
9	Office Table	3	Pcs	IKEA
10	Office Chair	3	Pcs	IKEA
11	Rack	4	Pcs	IKEA
12	Long Table Set	1	Pcs	IKEA
13	Table Set	3	Pcs	IKEA
14	Water Gallon	5	Pcs	AQUA
15	Customer Spoon	50	Pcs	Shopee

16	Operation Spoon	20	Pcs	Shopee
17	Measurement Jug 1 L	5	Pcs	Shopee
18	Silicon Round Mold	90	Pcs	Shopee
19	Sauce Pan	5	Pcs	Shopee
20	Flat Pan	2	Pcs	Shopee
21	Sugar Thermometer	4	Pcs	Shopee
22	Scale	5	Pcs	Goto
23	Baking Tray	10	Pcs	Shopee
24	Gastronom 1/9	10	Pcs	Shopee
25	Gastronom ½	10	Pcs	Shopee
26	Small Bowl	5	Pcs	Shopee
Packaging				
27	Box	100	Pcs	Shopee
28	Plastic Wrap	90	Meter	Shopee
Ingredient				
29	Isomalt	1000	Gram	Beneo
30	Sugar	1000	Gram	Gulaku
31	Strawberry Powder	1000	Gram	GKC Heritage
32	Mango Powder	1000	Gram	GKC Heritage
33	Lemon Powder	1000	Gram	GKC Heritage
34	Edible gold	10	Gram	Shopee

3.4 Control Procedures

A Standard of procedure (SOP) is needed to make sure the business running smoothly. Standard procedures create to decrease the problem. The right procedure will determine the success of the business and help to educate staff to be more aware. Every division has its standard of procedure that must follow.

Table 3. 2 Control Procedures

Division	Duties	SOP
Kitchen Staff	<ul style="list-style-type: none"> - Kitchen Preparation - Stewards 	<ol style="list-style-type: none"> 1. All kitchen staff has to wear the proper stands and safety gear. 2. All kitchen staff have to pay attention to personal hygiene. 3. All kitchen staff have to follow the standard of procedure. 4. All equipment has to always be clean and safe. 5. All kitchen staff does not allow to wear nail art and jewelry. 6. All kitchen staff have to maintain cleanliness in the production area. 7. Regularly check, control and record in place. 8. Before leaving the production area make sure all equipment, and area is clean and tidy.
Financial Staff	<ul style="list-style-type: none"> - Record sales - Make sure accounting and tax laws are followed - Manage expenditures and profits - Evaluating financial - Creating financial report 	<ol style="list-style-type: none"> 1. Bills receipts 2. Record any transaction 3. Management of inventory 4. Budgeting for the years 5. Management of cash flow

Marketing Staff	<ul style="list-style-type: none"> - Analysis the needs and wants of the customer. - Analysis the competitor - Determine the strategy - Maintain customer relation - Branding 	<ol style="list-style-type: none"> 1. Create a promotion 2. Create advertisement 3. Increases brand awareness 4. Get feedback from the customer
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3.5 Staffing

DriBo has four employees that divided into three divisions such as kitchen, financial and marketing. All employees have their own duties and responsibility according to the division. All the employee are selected by company standard. Every staff will has 5 workdays and 2 days off. The salary of employee has been made by company.

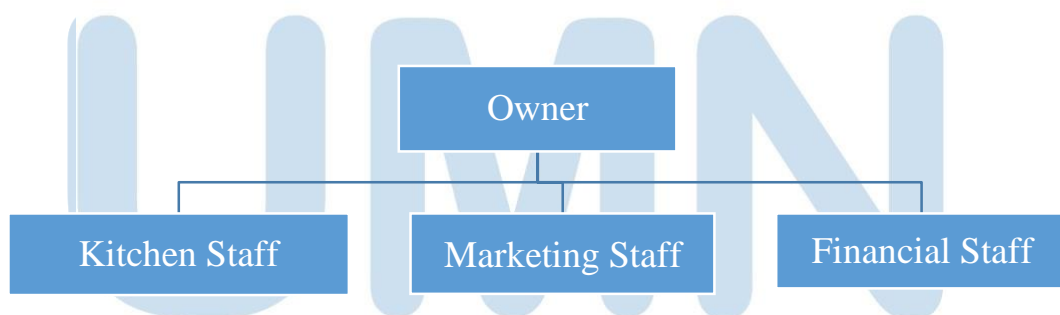


Figure 3.3 Organizational Chart

3.3.1. Staff Requirement

1. Kitchen Staff

- Men or women age 18 – 30 year
- Minimum degree of vocational hospitality high school
- Willing to work under pressure
- Multitasking
- Able to working individual and team
- Careful, honest, quick and respect with each other

2. Finance Staff

- Men or Women age 18 – 30 year
- Minimum degree of senior high school or vocational administration high school
- Attention to detail
- Able to working individual and team
- Able to creating financial report
- Minimum at least 6 months experience in related with financial

3. Marketing Staff

- Men or women 18- 30 year
- Creative
- Minimum degree of senior high school or vocation high school
- Able to working individual and team
- Know how to operate e-commerce and social media
- Willing to work under pressure
- Minimum at least 6 months experience in related with marketing

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Table 3. 3 Staffing

No	Division	Salary/month	Monday-Sunday	Pax
1	Kitchen Staff	Rp. 5.000.000	10.00 – 22.00	2
2	Financial	Rp. 2.000.000	10.00 – 22.00	1
3	Marketing	Rp. 2.000.000	10.00 – 22.00	1



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