

CHAPTER III

OPERATIONAL PLAN

3.1 Location & Facilities

Anggirum will have two different locations in which one of them is the kiosk and one will be a production center. The production center will be located in Kavling DKI Blok 60 Jalan Tulip Nomor 5, Meruya Utara, Kembangan, West Jakarta. This will be the location where all the production is going to happen. The kiosk will be located in Puri Indah Mall in West Jakarta.

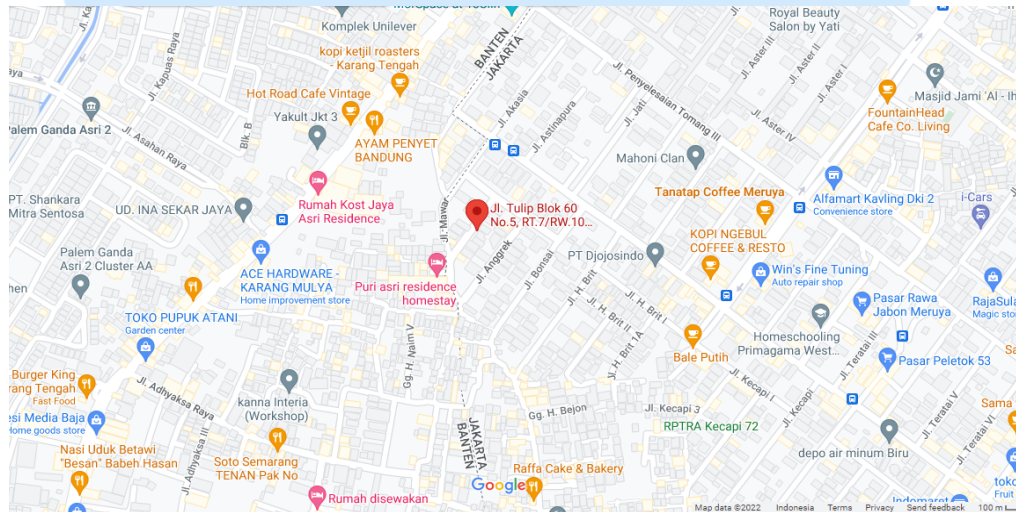


Figure 3.1 Anggirum Location

3.2 Manufacturing / Service Methods

Prior to selling a product, it is important for the brand to set several standards on how to make the product as well as the portioning. In order to have precisely same products in each bottle sold, Anggirum is obligated to make standardized recipes for every products that are going to be sold. This is done not only to have the same taste but also to have the same quality of each product.

3.2.1 Standardized recipe

Recipe Name	Suwa Gurnita	
Yield	500 ml	
Portion	2	
Ingredients	Quantity	Unit
Water	750	ml
Lemongrass	50	gr
Ginger	3	gr
Lime	30	gr
Sugar	70	gr

Table 3.1 Suwa Gurnita

Recipe Name	Suwa Artati	
Yield	500 ml	
Portion	2	
Ingredients	Quantity	Unit
Water	750	ml
Lemongrass	50	gr
Lime Leaves	1	gr
Telang	1	gr
Sugar	70	gr
Honey	10	ml

Table 3.2 Suwa Artati

Recipe Name	Arum Kamalagi	
Yield	500 ml	
Portion	2	

Ingredients	Quantity	Unit
Water	750	ml
Pandan Leaves	3	pcs
Tamarind	3	gr
Dried Rosemary	5	gr
Sugar	70	gr

Table 3.3 Arum Kamalagi

3.2.2 Manufacturing SOP

In order to minimize the risk of any contamination happening in the making of the product, there are some standard operating procedures that has to be followed by all employees in operating Anggirum stores.

a. Operating Protocols

- i. Prior to entering the workplace, all employees are bound to wash their hands for at least 20 seconds
- ii. All production team must wear gloves and face masks in the production process in
- iii. All equipment that is used in the production process must be cleaned and sanitized before and after usage.
- iv. The cleanliness of the workplace should be maintained.

b. Packaging Procedures

- i. All packaging materials should be sanitized with warm water beforehand and dried with clean cloths
- ii. Make sure the product is at room temperature before inserting it into the packages. Use sanitized funnels to insert the products into the packages, tightly close the lids.
- iii. Products that has been packaged should be stored in the chiller

3.3 Supplies and Suppliers

In keeping the business running, Anggirum surely needs a lot of facilities, furniture, packaging and ingredients for production. These needs can be fulfilled by having suppliers. And therefore, below is the list for needed Describe the supplies and suppliers which are important in your product manufacture and services.

No.	Supply	Specification	Supplier
Facilities Needed			
1.	Cooking Gas Tank	3 kg	Elpiji
2.	Laptop	Notebook Asus	Asus
3.	Handphone	J7 Pro	Samsung
4.	Moka Set		MOKA Pos
5.	CCTV	Tapo C100	TP-Link
Furniture			
6.	Display Table	Stainless Steel Work Table WT 120 Mr Dapur	Global Home Center, Tokopedia
7.	Display Chiller	Frigigate Showcase Kulkas Display Chiller 250 Liter SC-A SCA-250 LV	AHA Store Official, Tokopedia
Packaging			
	Bottle	Prima 250ml	Ring Collection, Tokopedia

	Sticker		PT Djojosindo
Ingredients			
	Water	19 Lt	Aqua
	Lemongrass		UD Pasar Meruya
	Ginger		UD Pasar Meruya
	Lime		UD Pasar Meruya
	Sugar	Gulaku 1kg	Diamond Supermarket, Tokopedia
	Pandan Leaves		UD Pasar Meruya
	Tamarind	Asem Jawa Cap Bintang 450gr	Ambar Rempah, Tokopedia
	Dried Rosemary	Natural Dried Rosemary 20 Gr	House of Organix, Tokopedia
	Lime Leaves		UD Pasar Meruya
	Telang	Bunga Telang 100gr	Rempah Bu Risma, Tokopedia
	Honey	Madu TJ 500gr	Indomaret

Table 3. 4 Supply and Supplier List

3.4 Control Procedures

Anggirum is made out of fresh ingredients that needs to be stored in the chiller in order to maintain the freshness of each ingredients.

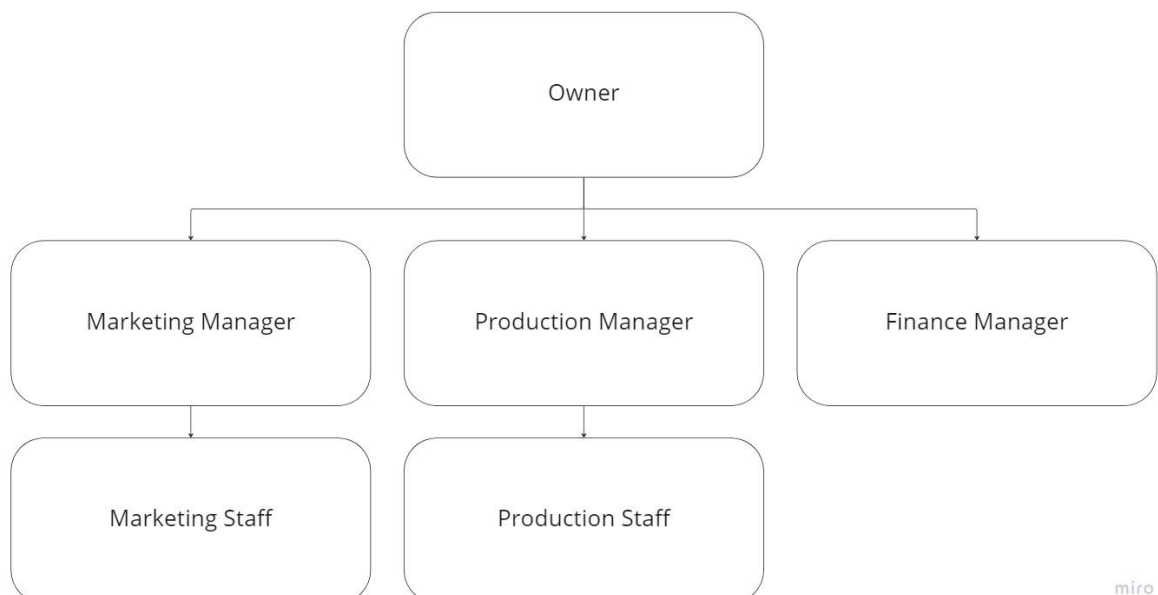
IN			
Date	Ingredients	Unit	By

OUT			
Date	Ingredients	Unit	By

Table 3.5 Inventory Control Form

3.5 Staffing

In order to keep the business running smoothly, a clear organizational chart is going to be needed to make sure every job description is covered.



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Figure 3.2 Anggirum Organizational Chart

a. Job Description

As stated in the organizational chart, there are going to be some job descriptions that need to be covered.

1. Owner

The owner will be the one that is responsible for handling all of the outlets by monitoring them one by one every once in a while. Other than that, the owner will also be helping with the running of the business each day in the operation.

2. Marketing Manager

The marketing manager is the one who is responsible for Anggirum's social media. The marketing manager will be the one making content and engaging with the customers online.

3. Finance Manager

The finance manager is the one who is responsible for Anggirum's financial aspects. The finance manager will be the one who handles ingredient as well as packaging purchases.

4. Marketing Staff

The marketing staff will be the individuals that are responsible for the operation. They will be the ones promoting the product by selling in the kiosk.

5. Production Staff

The production staff will be the individuals that are responsible for the operation as well. The difference is that the production staff are the ones producing the products.