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CHAPTER III OPERATIONAL PLAN

3.1 Location & Facilities

Iceaholic is located in BSD City's Teraskota Mall because based on the survey, the location is the most suitable with target market. The location of Teraskota Mall BSD is also strategic, close to hospitals, banks, restaurants and hotels. Many people also visit the mall during holidays or school holidays to buy the items they require.

Iceaholic is expected to open at Ground Floor of Teraskota Mall. It will be opened in a kiosk or small booth. Some of the facilities needed are cashier machine, table food booth, chair, condiments holder, and freezer.

Meanwhile for the production of the ice cream will be done at the owner's home at Accola Park Block E123 Buaran, Serpong. The equipment needed to make this products are mixer, bowl, scale, measurement spoon, measurement jug, oven, digital scale, stove, cake form and saucepan.



Figure 3.1 Teraskota Mall BSD

3.2 Manufacturing / Service Methods

Iceaholic prioritizes hygiene in product manufacturing. The production staff must wear masks, gloves, and hair caps during the manufacturing process. The manufacturing process table is explained below:

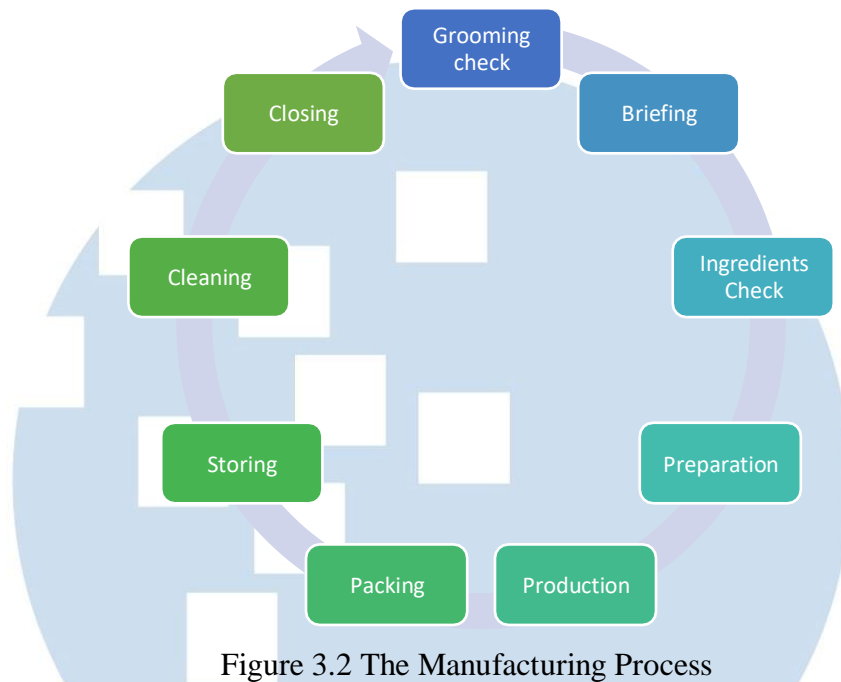


Figure 3.2 The Manufacturing Process

Grooming Check: All staff should have a body temperature of 37.0 °C and wear a three-ply mask, have short and clean nails, and wear a nice and clean uniform.

Briefing: The owner gives advice when the staff doing mistakes and collects reports on material stock, product defects, and give sanctions in the form of verbal warnings if any of the staff are late. Following the briefing, the owner immediately instructs the staff to work in accordance with their job descriptions.

Ingredients Check: Production staff are required to examine whether the material is still available, check the material's expiration date, and sort the material if it is defective in production or has passed its expiration date.

Preparation: Preparation staff in charge of preparation prepares and measures components in accordance with the product's standard formula.

Production: Production staff ensures that electronic parts such as ovens are preheated and mixers are in good condition. The staff then creates items using materials supplied by the preparation team.

Packing: Before distributing the cups to the manufacturing team, the labeling staff registers the stock of cups and applies the logo.

Storing: The production staff is in charge of product storage in the freezer prior to distribution.

Cleaning and Closing: After finishing production, the production team ensures that all electrical equipment is turned off, and that all staff clean the production area as before entering the area. Ensures that the electricity is turned off after manufacturing is completed.

The following table illustrates the service process:

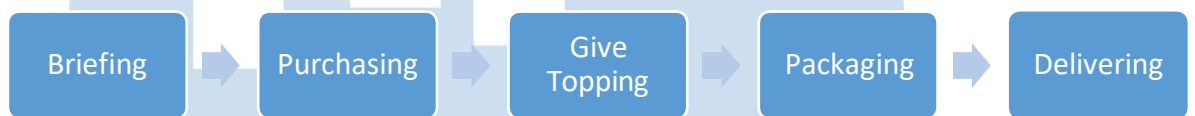


Figure 3.3 Sales Process

Briefing: The owner gives advice when the staff doing mistakes and ensure the stock of product is available and give sanctions in the form of verbal warnings if any of the staff are late. Following the briefing, the owner immediately instructs the staff to work in accordance with their job descriptions.

Purchasing : When the customer has decided on a menu, payment is made instantly, either with card or application, such as OVO, GoPay, Qris or Shopee Pay, and for card, the customer can use only debit card BCA.

Give Topping : The server takes the ice cream of choice and then adds the toppings from the menu.

Packaging and Delivering: After giving the toppings, the ice cream will be wrapped in aluminum foil with a tiny ice pack inside, and placed in a paper bag. If the order is placed online, the product will still be given an ice pack and wrapped in aluminum foil, then placed in an ice box with an ice pack inside, with the exception that the paper bag will be replaced with a tote bag, and the product will be ready to be sent to the destination address.

3.3 Supplies and Suppliers

Table 3. 1 Suppliers and Supplies List

No	Supplies	Oty	Units	Supplier	Price
	Raw Ingredients				
1.	Haan Ice cream neutral flavor powder	2	kg	Shoppe	Rp. 62.000/kg
2.	Tastico Drink Flavoring powder (25 gr/pcs)	3	pcs	Tokopedia	Rp.25.000/pcs
3.	Butterfly Pea Powder (Omah Tepung Organik)	30	grams	Shoppe	Rp. 31.000
4.	Matcha Latte Powder Karniel 1 pack (5 sachet X 25 gram)	1	pack	Alfamidi Setu	Rp. 34.900/pack
5.	UHT Full Cream Milk	2	liters	Pasar Modern BSD	Rp. 15.000/ltr
6.	Eggs	2	kg	Grocery Store at Accola Park	Rp. 26.000/kg
7.	Koepoe-Koepoe (60 ml) Vanilla Essence	1	bottle	Pasar Modern BSD	Rp. 10.000
8.	Segitiga Biru Flour	2	kg	Pasar Modern BSD	Rp. 9.500/kg
9.	Gulaku	2	kg	Pasar Modern BSD	Rp. 15.000
10.	Blue Band Margarine	5	pcs	Grocery Store at Accola Park	Rp. 7.000/pcs
11.	Maizenaku Cornstarch	500	gram	Lazada	Rp. 9.500
12.	SP Koepoe-Koepoe	30	gram	Indomart	Rp. 9.000
13.	Lime Lokal by Trolee	250	gram	Tokopedia	Rp. 7.000
14.	Carnation Kental Manis 375 gram	375	gram	Indomart	Rp. 9.400
15.	Madurasa Original	150	gram	Indomart	Rp. 12.000
16.	Almond Slice repack	100	gram	Pasar Modern BSD	Rp. 17.000
17.	La Kreiva Red Velvet Crumb	250	gram	Pasar Modern BSD	Rp. 15.000
18.	Yellow Sukade Repack	250	gram	Pasar Modern BSD	Rp. 21.000
19.	Rainbow Chips Repack	150	gram	Pasar Modern BSD	Rp. 13.000
20.	Chocohips Repack	200	gram	Pasar Modern BSD	Rp. 18.000
	Appliances				
21.	Miyako Hand Mixer HM-620	2	pcs	Lazada	Rp. 150.000
22.	Hand Glove Plastic (100pc) careandcare	1	pack	Tokopedia	Rp5.500/pack

23.	3Ply Mask Earloop 50 pcs/box PDA Jakarta	1	box	Tokopedia	Rp. 8.500/box
24.	Hair Cap plastic Xingfushop88	10	Pcs	Shopee	Rp. 4.500
25.	Plastic Bowl	2	pcs	Pasar Intermoda BSD	Rp. 20.000/pcs
26.	Hand Sanitizer Prima Protect 500 ml Electroshop899	2	pcs	Tokopedia	Rp. 17.000/pcs
27.	Green Leaf Measurement Jug	1	pcs	Tokopedia	Rp. 21.000
28.	Measurement spoon 1 set 5 size Xingfushop88	1	set	Shopee	Rp. 7.499
29.	Haida Digital Scale	1	pcs	Pasar Modern BSD	Rp. 70.000
30.	Unilever Pure It Classic 9 Liter Tambora Electronic	1	set	Tokopedia	Rp. 499.000
31.	Delizia Hob 80 cm Dhg-820sttgb - Hitam	1	set	Informa Online Official	Rp. 3.070.370
32.	Stainless Saucepan 16 cm LeoOnlineShopping	1	pcs	Tokopedia	Rp. 42.000
33.	Electric Oven Toaster 30 Ltr Kws1230lq	1	set	ACE Hardware Indonesia	Rp. 1.199.000
34.	Cake Round Form 22 cm Puspita Bakery	5	pcs	Pasar Modern BSD	Rp. 21.000
35.	Cashier machine Kasirco (Tablet, printer, drawer)	1	set	Tokopedia	Rp. 2.880.000
36.	Chest Freezer GEA AB-336R Lemari Pembeku 330 liter	3	set	Tokopedia	Rp. 3.549.000
37.	Condiments Holder CMH-5 Horeca House	1	set	Tokopedia	Rp. 199.750
	Packaging				
38.	Blue Ice Pack 11 x 9 x 3 cm	10	pcs	Tokopedia	10.000/pcs
39.	Thermafreeze Ice Gel (1 lbr, 12 pcs)	5	lbr	Tokopedia	10.790/lbr
40.	Ice Cream Cups 125 MI minilio 1 pack 20 pcs	10	Pack	Shopee	Rp. 75.000/pack
41.	Paper Bag Uk. Mini, Buku, Polio (UJR Store)	500	pcs	Tokopedia	Rp. 790/pcs
42.	Cooler Box 12 S Marina Cooler Box	1	box	Pasar Modern BSD	Rp. 215.000
43.	Ice cream wood Spoon perlengkapankamu 1 pack 50 pcs	10	Pack	Tokopedia	Rp. 2.000/pack
44.	Alumunium Foil BestFresh 30 x 150 m	1	roll	Tokopedia	Rp. 164.500
45.	Stickers logo	10	lbr	Smartnet Printing	Rp. 15.000

46.	Neon Box Circle 2 side Snapy	2	pcs	Tokopedia	Rp. 500.000
47.	Print and Laminating Menu DIGI Print	2	sheets	Tokopedia	Rp. 15.000/sheets
48.	X- Banner 120 x 60 cm	1	set	Smartnet Printing	Rp. 60.000
	Furnitures				
49.	Table Food Booth	1	set	Tokopedia	Rp. 2.500.000
50.	Napolly Chair	2	pcs	Shopee	Rp. 28.000/pcs

3.4 Control Procedures

Both the corporation and the government have regulations in place to ensure that activities are carried out as planned and that the goal is met. However, after the outbreak of the pandemic, the entire world, governments, and businesses have begun to adopt new regulations and behaviors in order to prevent the spread of the Covid-19 Virus, which has continued to this day. And influential in all industries, including food and beverage. Staff at Iceaholic are also required to follow many SOPs (Standard Operating Procedures) in order to provide excellent and safe service to consumers.

1. Basic Standard Operational Procedure for All Staff :

- a. Temperature Check max. 37.0.
- b. Wear the mask with a 3ply mask instead of a scuba mask, buff, or 1ply mask.
- c. Hands should always be washed before going to work.
- d. Hand sanitizer must also be provided, which must be prepared and set on the table.
- e. Make use of the hair cap that has been provided.
- f. Check to see if the nails are clean, short and gloves can be used.
- g. For men, a light blue polo shirt is suitable, while for ladies, a light pink polo shirt is suitable. For production staff, all staff must wear the black apron provided.

2. Basic Standard Operational Procedure for Cashier:

- a. The Cashier should say "Welcome to the Iceaholic," and always greet the guests cheerfully.
- b. When meeting consumers, be courteous and polite.

- c. Orders that have been placed with clear pronunciation should be repeated.
- d. When the consumer has received the order, express gratitude.

3. Basic Standard Operational Procedure for Server Staff:

- a. The Cashier and Server should say "Welcome to the Iceaholic," and always greet the guests cheerfully.
- b. The server immediately took the ice cream cake out of the freezer.
- c. Provide toppings according to orders and orders are prepared hygienically using gloves, hair caps, and masks.
- d. After that, the server does the packaging and the order is given to the customer.
- e. When the consumer has received the order, express gratitude

4. Basic Standard Operational Procedure for Productions Staff:

- a. Double-check that materials are available before using, and make sure that all equipment is clean and in position afterward, and all electricity in the off state.
- b. Use hair caps, hand gloves, masks and apron before enter to the production area.

5. Basic Standard Operational Procedure For Preparation and Closing Kiosk:

Preparation:

- a. Every member of staff double-checks that all utensils and food are clean, and that the freezer is turned on.
- b. All staff double-check product stock to see if it is available or if there is an empty product.
- c. The service team got to work preparing the toppings for the condiments holder.
- d. The cashier started the register and prepared the money in the drawer.

Closing:

- a. To prevent the toppings from falling apart, the serving personnel wraps them securely in plastic wrap.
- b. The cashier began producing income and expense reports, then emptied and locked the drawer.

- c. Every member of staff double-checks that all utensils and food are clean, and that the freezer is turned on.
- d. The staff must wrap the booth with cover during closing.

3.5 Staffing

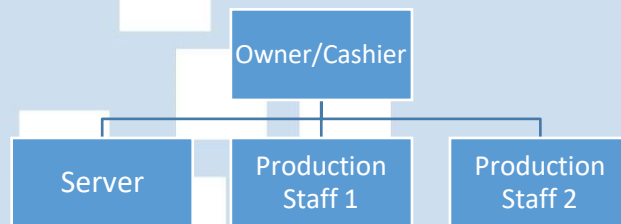


Figure 3.4 Staffing

Iceaholic has two sections which will hire one staff for the server and two production staff for the preparation of raw materials, manufacturing and labeling of products before they are handed over to the server. The staff's basic wage is Rp. 1.800,000- 2.000.000 per month, with hours of work ranging from 11 a.m. to 9 p.m, from Sunday until Saturday, and for Monday is off day because on weekdays, such as Monday, the mall is not as crowded.

Server job description:

1. Prepare the toppings.
2. Make sure the freezer is always turned on.
3. Maintain the product packaging.

Cashier Job Description:

1. Check product stock.
2. At the end of each month, keep track of sales and prepare financial reports.
3. Ensure that orders are placed according to the preferences of the customer.

Production Staff 1 Job Description:

1. Listing for the stock raw materials is available or unavailable.
2. Check that all items are in good condition and are not damaged or defective.
3. Measure ingredients according to the dosage before they are produced.
4. Take note of the number of cups and logo stickers on hand.

5. Depending on the position, label the cups with the logo.
6. Distribute cups to the production staff 2 for product filling.

Production Staff 2 Job Description:

1. Produce items with raw ingredients by the production staff 1.
2. Check to see if the oven has been preheated.
3. Filling the product and put into the freezer.
4. When finished, make sure the oven and mixer are switched off.

There are various factors to consider when hiring staff :

1. At least a bachelor degree.
2. Has an age range of 25-35 years.
3. Well-groomed.
4. Both male (production) and female (server and cashier having accounting knowledge).
5. Have good communication skills.
6. Already has work experience in modern retail and has worked in the pâtissier field for 2 years (server and production).

