

CHAPTER III

OPERATIONAL PLAN

3.1 Location & Facilities

BOUQIES locations is determined by our target market, Gen Z and Millennials customers. BOUQIES planned to develops business that located in South Tangerang City Area, Villa Melati Mas, near the several schools such as Athalia, Efata, and Strada. Also, near by with Alam Sutera, BSD, Bintaro, and Graha Area. This place also near cake ingredients store, the name of Aroma that helps me to buy ingredients easier and faster and will be very helpful if urgent situation. Here is a BOUQIES Store Layout.

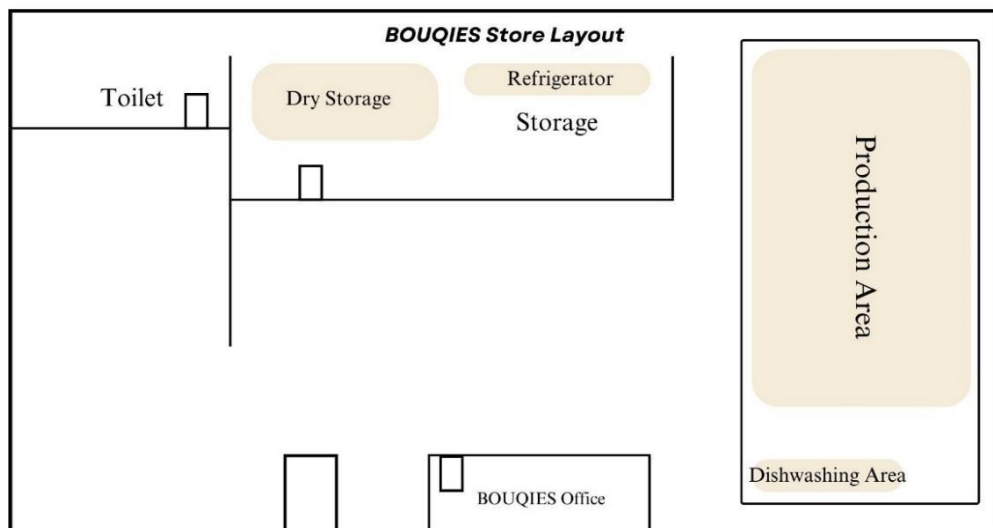


Figure 3.1 BOUQIES Store Layout

3.2 Manufacturing/Service Methods

The cookie products will take production time for approximately for 4-9 hours, because of our techniques saving the dough to the chiller minimal for about 1 hours to make it set and build chewy texture. After baked, the cookies will get rest and prepare for the cookies bouquet orders. The customers can order our product by online platform, Grab Food or Go-Food. We trust these both online apps can help us to run operational efficiently support with the technological futures. All forms

of payment will also be made on the online platform, shipping costs will be borne by the consumer

Operational Flow

1. Opening Store at 08.00, cleaning and prepare for making cookies.
2. Double check for all ingredients and equipment for production.
3. Double check and update product available at Grab Food or Go-Food based on available stock in a day.
4. Preparing orders
5. Order picked up by drivers.
6. Customers receive the orders and BOUQIES wait for the product feedback.
7. Staff reviewing to improves quality of BOUQIES product and services.
8. Prepare to closed the store area.

3.3 Supplies and Suppliers

To support BOUQIES operational, here is the list for supplies and suppliers of BOUQIES.

Table 3.1 Suppliers and Supplies

Appliances				
1	Stove	1	2 burners	Rinnai
2	Oven	1	39,9x41,5x55cm	Jeimart store
3	Pan	1	20 cm	Hemlagad
4	Rak	2	4 levels	Bedola
5	Spatula	2	-	Shopee
6	Digital Scales	1	-	Han River
7	Whisk	1	-	Surprice
8	Kitchen Towel	4	45x60cm	IKEA
9	Galon of water	2	19L	AQUA
10	Water Pump GSF	1	-	Tokopedia
11	Gas	1	12kg	BrightGas
12	Freezer GEA	1	189L	GEA

13	Chiller Refrigerator	1	388L	GEA
14	Laptop	1	-	ASUS
15	Handphone	1	-	XIAOMI
16	Mop	1		SNR Jaya Tokopedia
Furniture				
1	Working Table	1	150x60x85cm	Mr dapur
2	Wooden Chair	3	70cm	Tokopedia
3	Kitchen Set Stainless	1 set	-	Tokopedia

Source: Owner

3.4 Control Procedures

The SOP of our business from purchasing, receiving, storage, production, packaging, delivery, presentation and sales.

Purchasing

BOUQIES has purchasing steps to maintain operational running well.

1. Review data of customer interest of our product.
2. Evaluate of the supplier performance.
3. Budget adjustment (if needed).
4. Forecasting for the upcoming months stock.
5. Reorder looking by the reorder point and quantity determination.
6. Make the update order to system.

Receiving

After ordered the product to purchasing, Here's the steps of BOUQIES staff to receive the order.

1. Cross-check delivered items to ensure correct products and quantities.
2. Storing to the store established First In, First Out (FIFO) method.
3. Quality check of the taste and smell before use.

Storage

The storage of product materials is a crucial factor in determining the quality of a product. The First In, First Out (FIFO) system is one method that can be employed to ensure a turnover of raw materials with new ones. Therefore, BOUQIES maintains the cleanliness and organization of the store by placing newly arrived materials at the rear of each product based on their categories. Additionally, product tracking is facilitated through the form below to assist in inventory checking.

Table 3.2 Product Tracking Form

IN					OUT				
Date	Inventory	Unit	Activity	by	Date	Inventory	Unit	Activity	by

Source: Owner

Production

Quality of product are the most important for us. To maintain the product, here's a key aspect of production.

1. Tracking the ingredients by labeling date.
2. Have a recipe formulation.
3. Using a measure for the ingredients.
4. Daily quality check and testing
5. Have a packaging guideline. Control the cleaning and sanitation of each area.

Packaging

1. Have a packaging guideline.
2. Make sure all the equipment cleans and sanitized.

3. Evaluate for the packaging from each batch by doing documentation for anticipate of any issues.

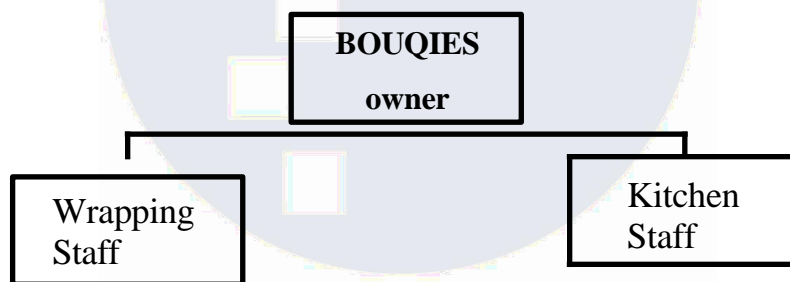
Delivery

BOUQIES delivered the product by Online Platform. We will order the Go-Food and Grab Food and ensure that orders reach customers safely.

Product Presentation

BOUQIES owner will double-check for the product presentation based on the packaging guidelines before it delivered to customers.

3.5 Staffing



Source: Author Data

Total workers of BOUQIES are 3, include the owner. The owner has responsibility for controlling the products, help operational daily, handling for marketing and finance. Our daily operations start from 08.00-16.00 with 2 days off (on Weekends). On the operational day, it will charge of 2 staff and 1 owner. For salaries, employee salary paid for Rp 2.000.000/person in a month. For the owner will have Rp 3.000.000/month exclude the business profit. This salary because our business is still classified as an MSME. Here is the details staff requirement of BOUQIES.

Operational Staff Requirements

1. Has a minimum degree of high school or SMA or SMK in Indonesia.
2. Able to learn and adapt quickly

3. Women age 18-25
4. Willing to work as hourly shift
5. Able to work in team
6. Competent and credible
7. Minimum work for 6 Months.

Here's are the detail of BOUQIES job description.

Staff operational

1. Making the product of cookies and bouquet order.
2. Check and update the inventory list.
3. Receive the order delivery service.
4. Maintain quality and quantity of ingredients and daily inventory.
5. Keep the kitchen area clean.

