

CHAPTER III

OPERATIONAL PLAN

3.1 Locations & Facilities

Advertised as a small business that is going to start the operational business at the owner's house that was located in Gading Serpong area at the North Scientia Square Street in Tangerang. A strategic location is really crucial to the growth of a small business. The owner of Miku Crepes thing that this place is really strategic because it was located near schools, universities, and a residential housing. This place can be reached really easily by the target market of Miku Crepes that was on the age around 15-35 years old.



Figure 3.1 Location of Miku Crepes

Source: Author Data

3.2 Manufacture and Service Methods

Before finalizing the product, owner of Miku Crepes conduct and do a several test that used to create standardize and tasty recipe before producing the products in mass. Owner of Miku Crepes testing a different variation of the recipe until it comes up with the best one and the best one

is used to sell for the customers. These tester recipes thus become the standardize quality of the products of Miku Crepes.

The products of Miku Crepes are able to be order and handled via online, Miku Crepes will provide the guides for the process of the distribution.

1. Customers can check out the social media page of Miku Crepes especially the instagram. Customers can order directly to the staff such as from the direct message.
2. Customers will be directed to the form that have to be filled if they want to order. The forms are going to consist of:
 - Identity (Name, Address, and the phone number)
 - Their order
 - Quantity of their order
3. After that, the staff would ask for the payment method and the logistic options.
4. Staffs will sent the total of the order and the back account numbers.
5. Customer needs to finished the payment first.
6. After done with the payment, the order are being processed.
7. The staff need to update the purchase order in the microsoft excel.
8. The staff need to packing the order and sent it right away to the customers.
9. The staff need to sent the logistic number to the customers and update it into the system.
10. After that, staff need to follow up the customers related to their orders just to make sure that the products are arrived safely and ask for any feedbacks or complaints.

3.3 Supply & Suppliers

Table 3.1 Supply and Suppliers

Categories	Spesification	Supplier
Appliances		
Stove	RINNAI RI202S	ACE Hardware
Crepes Maker	Electric Crepe Maker Sonifer SF3038	ACE Hardware
Fridge	Gea Fridge Portable RS06DR Black RS 0	ACE Hardware
Hand Mixer	Miyako HM-620 Hand Mixer 190 Watt	ACE Hardware
Bowl	Stainless large bowl	ACE Hardware
Whisk	JIB Silicone Whisk	Tokopedia
Spoon		
Spatula	Home living	Tokopedia
Napkin	Indomaret	Indomaret
Kitchen Scale	Electric Digital Scale	Tokopedia
Furniture		
Table	Chara table	Informa
Chair	Harmon chair	Informa
Packaging		
Mika box		Shopee
Sticker	Cutting customer ohprint	Shopee
Label	Cutting customer ohprint	Shopee
Raw Materials		
Eggs	-	Farmer Market
Sugar	Gulaku	Farmer Market
Milk	Diamond	Farmer Market
Flour	Segitiga Biru	Farmer Market
Margarine	Blueband	Farmer Market

Salt	Dolphin	Farmer Market
Whipping Cream	Gold Label	Farmer Market
White Chocolate	Van Houten	Farmer Market
Caramel Sauce	Morin	Farmer Market
Ice Cream	Diamond	Farmer Market
Matcha Powder	Essenli	Shopee
Chocolate Powder	Cacao	Farmer Market
Mine Essence	Toffieco	Shopee
Hojicha Powder	Essenli	Shopee
Brown Sugar Syrup	Essenli	Shopee

Source: Author Data

3.4 Control procedure

Producing mille crepes as the main products, Miku Crepes will provide separate rooms to keep the mille crepes products and for the storage room to keep all of the ingredients. These 2 rooms are prepared and separated just to make sure that the products are hygiene. Miku Products is a ready stock product so for the package the staff are going to use the First In First Out method that used to reduce waste of the food.

Product Type: Matcha Mille Crepes

Table 3.2 Inventory Control Form

Source: Author Data

IN			
Date	Unit	Activity	By
28-05-23	20	Storing	Brigita

OUT			
Date	Unit	Activity	By
29-05-23	5	Invoice no 111	Brigita

Manufacturing and the SOP for the packaging is a really crucial things to keep in mind to run a business because having a strict hygiene are becoming s the most important thing in a business.

a. Operational Protocols

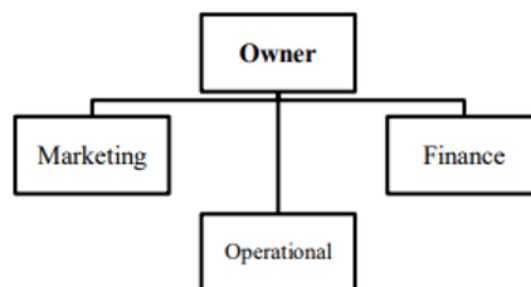
1. The staffs need to change their clothes and wash their hands repeatedly using anti bacterial soap.
2. All of the staffs are required to wear a hair net, face mask, and etc.
3. The staffs need to wear their hygiene and protective gear until their break time.
4. Direct contact with food are going to be handled by the limited and some of the staffs only.

b. Packaging Procedures

1. The mille crepes are going to be cut into 8 portions, and put each of the portions into the packaging.
2. Then, put the lid of the packaging and seal it.
3. Put the ice cream into a cup and gives some dry ice on the packaging.
4. Make sure that the packaging was safe.
5. The package ready to be sent.

3.6 Staffing

Figure 3.2 Miku Crepes Organizational Diagram



Source: Author Data

Miku Crepes is a home-based industry, so Miku Crepes will start the business with a small team that consists of Owner, Marketing, Finance, and Operational staffs and hopefully that it can become bigger in the future.

1. Staff Requirements:

A. Financial Staff Requirements:

- a. Women or men, age 22-27.
- b. Has a minimum 2 years experienced of working as financial staff.
- c. Hard working person.
- d. Able to work together in a team.
- e. Honest and loyal.

B. Marketing Staff Requirements:

- a. Women or men, age 22-27.
- b. Has a minimum 2 years experienced of working as Marketing staff.
- c. Hard working person.
- d. Able to work together in a team.
- e. Using social media actively.
- f. Honest and loyal.

C. Operational Staff Requirements:

- a. Women age, 18-28.
- b. Has a minimum degree of Senior High School (SMA).
- c. Has interest and experiences in baking.
- d. Hard working and able to work in a team.
- e. Honest and loyal.

2. Job Description

A. Finance staff

- a. Budgeting the cost for the operational.
- b. Handling all of the financial stuffs.

- c. Track the financial flow.
 - d. Work together with the marketing staff & operational staff.
 - e. Making the financial report
- B. Marketing staff
- a. Creating a creative content.
 - b. Creating a new concept of the business.
 - c. Finding and handling any kinds of partnership.
 - d. Checking out the report of the promotional.
 - e. Work together with the Finance staff & Operational staff.
- C. Operational staff
- a. Handling the production activities.
 - b. Can work together in a team.
 - c. Updating the list of FIFO form.
 - d. Packing the order.
 - e. Following the SOP.

3. Salary

For the salary that Miku Crepes will give to their staff of the operations, the amount of the salary are going to be discussed with the employee itself. So there is an agreement related to the salary that will the staffs of Miku Crepes receive every month. The amount of salary are going to be in the range of Rp. 1.500.000 – Rp. 2.000.000 for a month since that Miku Crepes is still a Sole Proprietorship.

- a. Salary for the Finance, Marketing, and Operational Staffs of Miku Crepes are going to be give in the range of amount start from Rp. 1.500.000 – Rp. 2.000.000 per month. Miku Crepes is still a new and a small business, so this amount of salary will be given to the staffs based on the agreement that has been made through the recruitment process.