

CHAPTER III

OPERATIONAL PLAN

3.1 Location & Facilities

PAGARUMA COFFEE

Ruko Pisa Grande 2, Jl. Ir.Sukarno No.17,
Curug Sangereng, Kec. Klp. Dua, Kabupaten Tangerang, Banten.



Figure 3.1 Location of Pagaruma

Source: Google Maps

Market as cozy coffee spots with a unique innovation of serving coffee with alcohol, PAGARUMA intends to known for Public Shop situated in Pisa Grande Goldfinch, Gading Serpong. This location is strategically chosen as Pagaruma store is currently one of the trendiest hangout spots in Gading Serpong, positioned right between the bustling Gading Serpong and BSD areas. PAGARUMA placement near universities, residential areas, shops, markets, and large malls perfectly aligns with its target market of productive-aged customers, aged between 21 and 64

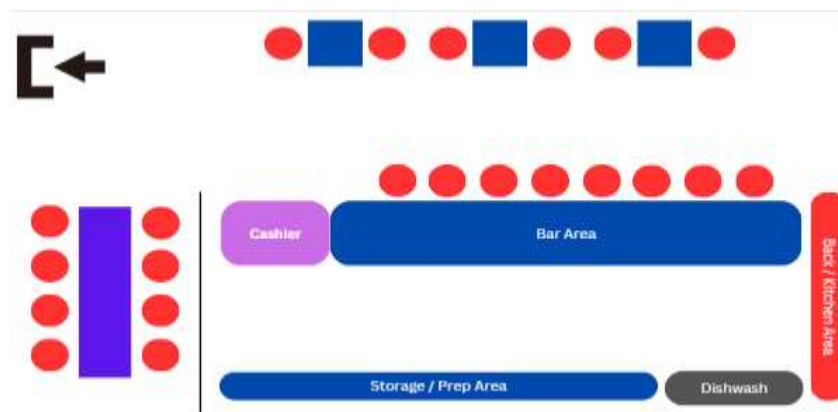


Figure 3.2 Pagaruma Café Layout

Source : JakartaCoffeespot



Figure 3.3 Pagaruma Bar Seating Concept
Source : JakartaCoffeespot

The café bar seating setup makes the place more inviting and fun for customers. This concept is particularly appealing because it allows customers to witness the making of their beverages right in front of them, adding an element of transparency and authenticity to the experience. Moreover, customers have the opportunity to interact with the barista, further enriching their visit by engaging in conversations about their preferences.

3.2 Manufacturing/Service Methods

Pagaruma manufacturing and service methods are conducted in steps as follows:

a) Purchasing and Procurement

Every week, the owner will have ordered ingredients and materials used to make the products or to serve to the customer through the suppliers.

b. Ingredients Storing

When the materials are arrived, it will be stored in the storage room. The materials will be separated from the dry and the liquid one. Some of the ingredient has to be process even before storing.

c. Coffee shop preparation

Creating a day plan for your coffee shop's opening is vital for a successful launch. Starting early, you'll prepare the shop, brief your staff, and ensure everything is in order. Greet customers warmly, execute any special promotions, and provide excellent service throughout the day. Monitor operations, address any issues promptly, and close the shop following procedures. Reflect on the day's events and gather feedback to improve for the future

d. Online order service

Implementing an online ordering system for customers to conveniently place orders via a app. Additionally, enabling mobile payment options enhances transaction efficiency. Partner with third-party delivery services or establish your own delivery fleet to offer coffee and food delivery to customers' homes or workplaces. Be good in our social media platforms facilitates promotion and interaction with customers. Implementing feedback mechanisms allows for continuous improvement based on customer input.

3.3 Supplies and Suppliers

In order to maintain the operational flow of Pagaruma, a variety of resources are essential, including facilities, furnishings, packaging materials, and ingredients for production. These requirements are met through the procurement of supplies from various suppliers. Hence, the following is an outline detailing the necessary supplies and the corresponding suppliers crucial for the manufacturing and provision of services.

Table 3. 1 Equipment & Appliances List

No.	Supply	Qty	Units	Supplier
Appliance and Tools				
1	Coffee machine Nouva Simoneli Appia Life)	1	pcs	Maharaja
2	Coffee grinder (mahlkonige65s)	1	Pcs	Maharaja

3	Refrigerator (Sharp 4 Door)	1	pcs	Pusat Kulkas Tagerang
4	Cocktail Shaker	2	pcs	Maharaja
5	Jigger	2	pcs	Maharaja
6	Electric Socket (6 port)	1	Pcs	Toko jaya abadi
7	Bar Spoon	2	Pcs	Maharaja
8	Napkin	10	Pcs	indomaret
9	Tamper	1	Pcs	Maharaja
Furniture				
10	Bar Table (wooden)	1	Pcs	Mandiri Jaya
11	Bar Chair (wooden)	3	Pcs	Mandiri Jaya
12	Table + Chair (For 4)	8	Pcs	Mandiri Jaya
Gadget				
13	Smartphone	1	Pcs	Happy Store
14	Laptop	1	Pcs	Happy store
Glassware				
15	Rock Glass	16	Pcs	Biji kopi store
16	Fresno glass	16	Pcs	Biji kopi store
17	Martini Glass	12	Pcs	Biji kopi store
Raw Materials				
18	Coffee Beans	10	kg	Maharaja
19	Fresh Milk	2	dz	Diamond
20	Vodka	6	btl	Rumah Minum
21	Flavored Syrup	6	btl	KIETA

3.4 Control Procedures

Pagaruma Standard Operating Procedure (SOP) prioritizes cleanliness and hygiene in both front-of-house and back-of-house areas. This involves the diligent use of gloves, masks, face shields, and regular handwashing to instill confidence in customers regarding the business commitment to their safety. By maintaining a clean and organized workspace, Pagaruma aims to create a

welcoming environment that encourages repeat orders from satisfied customers. Additionally, emphasizing good manners and a positive attitude among staff members ensures that customers feel comfortable and happy during their visit.

Table 3.2 Inventory Control Form

IN				OUT			
Date	Ingredient	Unit	By	Date	Ingredient	Unit	By

3.5 Staffing

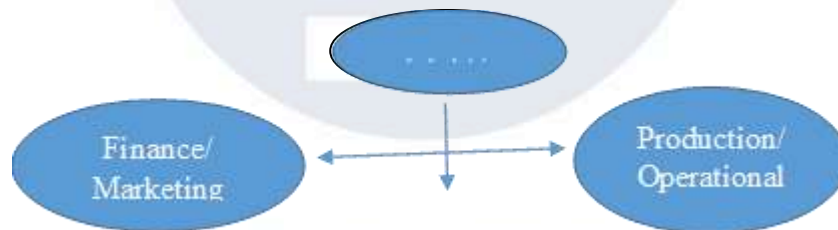


Figure 3.4 Pagaruma Orgnizational Chart
Source : Author Data

Pagaruma starting as a small business, the writer will take the manager position, responsible for all the entire workflow, managing the processes, and planning all the upcoming thing:

Staff Requirements:

1.Owner

Responsibilities:

- Manage everything at Pagaruma Coffee, like staffing, finance, marketing, and customer service
- Come up with plans to help the business grow and make more money

- c. Handle the budget, plan finances, and manage accounting
- d. Build and keep good relationships with suppliers, vendors, and other partners
- e. Make sure the business follows health and safety rules and gets all the needed licenses
- f. Encourage the team to give great service and reach business goals
- g. Keep up with what's happening in the coffee industry and what customers like to make smart business decisions.

2.Position: Barista/Waiter:

Requirements:

- a. Previous experience as a barista or waiter.
- b. Knowledge of the coffee brewing techniques and espresso machines
- c. Excellent customer service skills
- d. Ability to work in a fast environment and multitask effectively
- e. Strong communication and teamwork abilities

Responsibilities:

- a. Preparing and serving coffee and other beverages according to Pagaruma's standards
- b. Interacting to the customers in a friendly and courteous manner
- c. Maintain the cleanliness and organization of the coffee shop
- d. Handle transactions and operate the cash register
- e. Assist in restocking inventory and supplies as needed

3. Position: Marketing & Finance

Requirements:

- a. Have experience in marketing or finance roles is advantageous
- b. Having analytical skills and attention to detail
- c. Have skills in Microsoft Office suite and finance software
- d. Excellent communication with interpersonal skills
- e. Ability to work by oneself and collaborate with team members

Responsibilities:

- a. Develop and implement marketing strategies to promote Pagaruma Coffee and attract customers
- b. Managing pagaruma social media accounts and create engaging the content to increase the pagaruma brand awareness
- c. Can do market research to identify customer preferences and trends
- d. Assist in budget planning and financial analysis
- e. Monitor expenses and revenue to ensure financial goals are met

