

CHAPTER III

OPERATIONAL PLAN

3.1 Location & Facilities

Location can determine how successful our business is, as it affects marketing and production. It is situated on Jl. Kebon Kawung. As a home industry, it does not have an offline store. This location will be easily accessible through the Grab or Gojek platforms. For online motorcycle taxis, this location can be easily accessed by motorcycle or car. This location is quite strategic. Nearby, there is Bina Bakti school and Cicendo state special needs school (SLB). Right in front of the alley is Bandung Station. Due to its proximity to the station, there are many hotels nearby, such as Grand Sovia Hotel, Serena Hotel, Arion Suites Hotel, Zodiak Hotel, Hilton Hotel, and others. Not far from Jl. Kebon Kawung, there is also Paskal 23 Mall. This place is suitable for the target market age range, from 15 years old to over 35 years old.

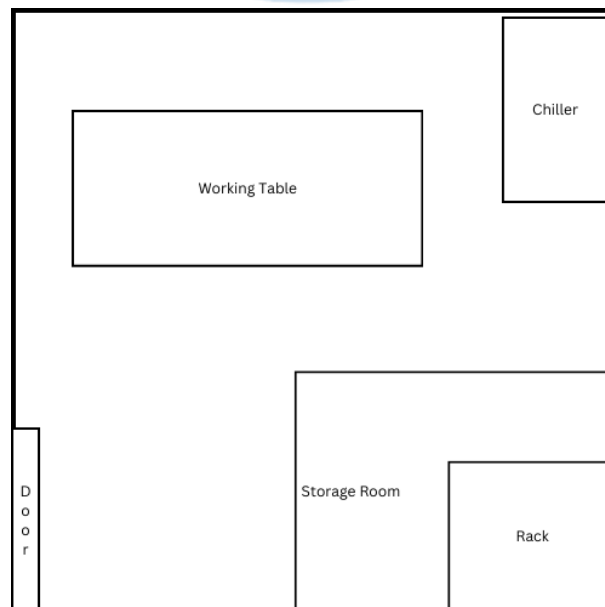


Figure 3.1 Working Area Layout

This is the layout of Cake Miss U's workspace. The working table will be placed in the middle of the room, so that all sides of the work table can be used.

The working table will be used for the production area. Next to it, there will be a storage area to store cleaning equipment and a rack to store equipment.

3.2 Manufacturing Methods

1. Briefing

Every day, the owner will lead a briefing for the employees who are on duty that day. The briefing will include the tasks that need to be done for that day, updates on the latest information from customers, updates with suppliers, and important matters that need to be conveyed to the employees.

2. Preparation

The employees will prepare their respective workstations, such as preparing ingredients, arranging the tools to be used, and ensuring that their hands are thoroughly washed.

3. Creating Product

The product manufacturing will be done as carefully and hygienically as possible, following the SOP and adhering to the product templates provided by the owner.

4. Packaging

This packaging process follows the owner's guidelines, including affixing the Cake Miss U sticker. After being properly packaged, the products will be left to chill in the chiller to enhance their taste when consumed.

5. Delivery

The delivery process is carried out according to the orders of the day. Deliveries are made through online motorcycle taxi drivers, tailored to the preferences of the customers.

6. Closing

After all orders for the day have been delivered and received by the customers, employees will conduct closing procedures according to their schedule. For the last employee, they will clean all the equipment used, tidy up the tables, and sweep the floor. On Sundays, employees assigned to closing duties will count the inventory to determine the availability of storage space for ordering ingredients for the following week.

3.3 Supplies and Suppliers

The following are the equipment needed during running the business.

Table 3.1 Supplies and Suppliers

Supply	Qty	Units	Supplier
Working table	1	pcs	Borma
Rack	1	pcs	Borma
Mixer	2	pcs	Borma
Handphone	1	pcs	Samsung Store
Chiller	1	pcs	Lazada
Laptop	1	pcs	Acer
Spatula	5	pcs	Borma
Mixing bowl	3	pcs	Borma
Knife	1	pcs	Borma
Cutting board	1	pcs	Borma
Spoon	6	pcs	Borma
Sieve	2	pcs	Borma
Spuit	2	pcs	Borma
Piping bag	10	pcs	Borma
Sponge	2	pcs	Borma
Broom	1	pcs	Borma
Mop	1	pcs	Borma

3.4 Control Procedures

For the procedures used in the Cake Miss U team, the system uses SOPs or standard procedures that have been made by the owner. Staff as workers must follow these standards. If an error occurs in the SOP that has been prepared, the SOP must be changed or updated. The right procedure can determine the company's progress and educate staff to be disciplined.

1. Material purchasing procedures
 - a. Purchasing materials from trusted suppliers.

- b. Fresh ingredients such as strawberries when used must be fresh and purchased a maximum of 3 days before use.
 2. Standard storage procedure
 - a. Materials that have been used and are still left, must be returned to its original place.
 - b. Dry product storage must be in a place that is not damp and at a temperature that is neither hot nor cold.
 - c. Material collection must use clean equipment so that it is not damaged
 - d. Equipment that has been washed after use must be stored dry and stored in its place.
 3. Standard production and processing procedures
 - a. During product manufacture, staff must use gloves, masks and hairnets to maintain product safety and hygiene.
 - b. The equipment used to make the product must be clean.
 - c. Materials used must be checked for cleanliness, freshness, and a maximum of 2 months before the expiration date.
 - d. Staff must make products according to the recipes and methods taught.
 - e. Products must be stored in the refrigerator for at least half a day before being sent to customers or picked up by customers.
 4. Standard payment procedure
 - a. Purchases from suppliers must be made through owner approval and the method uses cash on delivery (COD) when the goods are in the hands of Cake Miss U.
 - b. The staff responsible for purchasing materials and equipment must keep all invoices and record what was purchased as evidence to the owner.

3.5 Staffing

Cake Miss U has 3 types of employees. Finance staff, Marketing staff and Production staff consisting of 2 shifts and 2 people per shift. Recruitment of employees is done through interviews. This is done to check whether the person can adapt to company regulations and meet company expectations. For production

workers, they must be at least a high school graduate or vocational high school graduate and have experience making cakes and judging by the certificates they have obtained. Finance and marketing workers must have at least an Associate's Degree or Bachelor's Degree, and have at least half a year's work experience. Each employee will have a schedule of 5 working days and 2 days off, and the days can be changed according to mutual agreement. Below are the requirements for employees.

1. Staff Requirement

Requirements for Production staff

- a. Women age 18 – 30
- b. Minimum high school graduated or vocational high school
- c. Able to work in team
- d. At least have experience in making cakes and can show a certificate of having attended a pastry class
- e. Pay attention to detail
- f. Honest, obey the rules, on time
- g. Pay attention to and follow health, sanitation and hygiene protocols

Requirements for Marketing staff

- a. Men or Women age 23 – 30
- b. Minimum Associate's Degree or Bachelor Degree
- c. Have experience working in the field of marketing for 6 months
- d. Creative, friendly, honest
- e. Respond to customer needs such as questions, and feedback frequently
- f. Know how to operate social media and e-commerce apps
- g. Able to create creative content on social media
- h. Able to work individual and team
- i. Able to receive orders from customers during work shifts and willing to handle problems with customers on their days off

2. Salary

Table 3.2 Salary

No	Division	Salary
1	Marketing	Rp 3.000.000/month
2	Finance / owner	Rp 3.000.000/month
3	Production	Rp 3.000.000/month

The salary listed above is the standard wage in Bandung, because this business is a home industry. The determined salary will increase depending on the success of Cake Miss U. There are regulations that have been set, for employees who do not comply with company regulations and standard procedures, then at the first mistake the employee will receive a warning and coaching, but if done repeatedly more than 3 times, there will be a 2% salary deduction. There are several regulations that have been made by the company to ensure that employees behave properly and professionally, such as:

- a. Employees must be responsible for their work according to the description given
- b. Employees must follow the SOP properly
- c. Employees must maintain cleanliness and sanitation while in the production site
- d. Employees are prohibited from using smartphones outside of break hours except to respond to orders and in case of emergencies
- e. Smoking, vape and others are prohibited during working hours
- f. Smoking, vape and others are prohibited while in the work area
- g. Employees must prepare or close according to their shift

Table 3.3 Employee Schedule

Position	Day						
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Production 1	09.00 - 18.00	09.00 - 18.00	OFF	OFF	08.00 - 17.00	08.00 - 17.00	08.00 - 17.00
Production 2	OFF	OFF	09.00 - 18.00	09.00 - 18.00	11.00 - 20.00	11.00 - 20.00	11.00 - 20.00
Finance / Owner	09.00 - 18.00	09.00 - 18.00	09.00 - 18.00	09.00 - 18.00	09.00 - 18.00	09.00 - 18.00	09.00 - 18.00
Marketing	08.00 - 17.00	08.00 - 17.00	OFF	OFF	08.00 - 17.00	08.00 - 17.00	08.00 - 17.00

