

CHAPTER III

OPERATIONAL PLAN

3.1 Location & Facilities



Figure 3. 1 OMÓ Choux's Location

Source: Google Maps

OMÓ Choux will be distributed in a mall located in Gading Serpong at 2nd floor between Chatime and Auntie Anne's booth. This mall is located at Jl. Gading Serpong Boulevard, Klp. Dua, Kec. Klp. Dua, Tangerang Regency, Banten 15810. The strategic location of the mall because it is not far from educational institutions, hotels, and housing is the reason why this location was chosen.



Figure 3. 2 OMÓ Choux Booth Design

Source: Pinterest

The picture above is an illustration of the booth design that will be used by OMÓ Choux for booth operations at Summarecon Mall Serpong. The owner chose a minimalist booth design with a size of 500 cm x 500 cm x 400 cm at a price of Rp. 750.000 per square meter.

3.2 Manufacturing/Service Methods

After several trials to produce the perfect product with the right composition, the Owner finally managed to find the right standard recipe to sell to consumers. This standard recipe will produce quality choux products with unique flavors. Since the process of making Craquelin uses butter which melts very easily, it needs to be kept in the freezer for a few hours to get its frozen and crunchy texture. Therefore, Craquelin will always be made in advance for time efficiency. Craquelin choux has a long shelf life when stored in the freezer in the right way.

In the process of managing storage, the Owner uses the FIFO (First In First Out) method which aims for a more organized storage of stock items. OMÓ Choux will also rely on additional daily workers during the operational process to serve consumers.

3.2.1 Production Protocol

All staff members are required to maintain high levels of cleanliness, including bathing at least twice a day and regularly trimming nails. Female staff must wear a haircap to prevent hair contamination during product manufacturing. Strict hand hygiene is enforced, with employees instructed to wash hands both before and after work, and to use hand gloves when handling ready-to-eat food. Additionally, maintaining overall food hygiene and cleanliness in the kitchen area is paramount to uphold the quality standards throughout the production process.

3.2.2 Packaging Procedures

The packaging procedures involve a systematic approach to ensure the freshness and quality of the products. Once the items are deemed ready for packaging, they are carefully placed into mica boxes. Subsequently, the packaging is sealed and labeled with the production date for clear identification. To maintain freshness and durability, the neatly closed packages are then stored in the chiller for several hours. Following this cooling period, the products are considered ready for distribution, ensuring that they reach customers in optimal condition.

3.2.3 Food Stall Operation

For food stall operations, the Owner has established detailed distribution procedures. Staff members are responsible for presenting the available product set-up, guiding customers through product information, and allowing them to select their desired items. The staff then enters the customer's order into the system and communicates the total price to be paid. If payment is made through QRIS, the staff provides the displayed barcode, while for cash transactions, the staff calculates the amount due. Once the payment process is successfully completed, the on-the-spot ordering procedure concludes, ensuring a streamlined and efficient customer experience.

3.2.4 Online Service Procedures

For online orders, customers utilize platforms such as Instagram, TikTok, Shopee, and WhatsApp. They provide necessary information and make payments through E-Money options like Dana, Ovo, or Gopay. Once paid, staff processes and packages the order for delivery to the customer's address. After delivery, customers are invited to share testimonials or feedback for future production improvements.

3.3 Supplies and Suppliers

Supplies and suppliers play a crucial role in the success of a new business. "Supplies" refer to the materials, resources, and goods needed to run the business effectively, while "suppliers" are the entities or individuals providing these essential items. For a new business, identifying reliable suppliers is essential to ensure the consistent availability of quality materials. This involves researching potential suppliers, evaluating their reputation, pricing, and delivery reliability.

Table 3. 1 Equipment & Appliances List

No.	Supply	Qty	Units	Supplier
Appliances				
1	Booth Container (500cm x 500cm x 400cm)	1	Unit	Tokopedia
2	Handphone	1	Pcs	Erafone
3	Laptop	1	Pcs	Tokopedia
4	Oven	1	Pcs	Ramesia
5	Refrigerator	3	Pcs	LG
6	Freezer	1	Pcs	RSA
7	Dispenser	1	Pcs	Panasonic
8	Mixer	1	Pcs	Kenwood
9	Stove	1	Pcs	Winngas
10	Sauce Pan	4	Pcs	Cypruz
11	Mixing Bowl	5	Pcs	Sembada Matest
12	Gastronome	10	Pcs	Royal Sutan Agung
13	Baking Pan	5	Pcs	Royal Sutan Agung
14	Bread Knife	5	Pcs	Oxone
15	Chef Knife	5	Pcs	Oxone
16	Cutting Board	3	Pcs	HDPE
17	Rolling Pin	3	Pcs	Restomart Official Store

18	Scissors	5	Pcs	Joyko
19	Silicon Spatula	5	Pcs	JIB Official Store
20	Balloon Whisk	5	Pcs	Kudamasbsd
21	Digital Scale	5	Pcs	Avada.Gift
22	Measuring Jug	3	Pcs	Pusat Horeka
23	Measuring Spoons	1	Pcs	VEICA
24	Blender	2	Pcs	Miyako
25	Ring Cutter	5	Pcs	Tokpas Depok
Cleaning Appliances				
1	Dustbin (50L)	1	Pcs	Dalton
2	Bolde Super Mop	1	Pcs	Tokopedia
3	Broom And Dustpan	1	Pcs	Tokopedia
Furniture				
1	Exhaust Fan	1	Pcs	Modena
2	Working Table	2	Pcs	Reyoven
Packaging				
1	Mika Box	5	Pcs	Toko Assyifa76
2	Sticker	5	Sheet	Printech.mdn
Raw Materials				
1	Medium Protein Flour	555	Gr	Superindo
2	High Protein Flour	375	Gr	Superindo
3	Milk	1020	Gr	Superindo
4	Coconut Milk	180	Gr	Superindo
5	Butter	625	Gr	Olivia Baking Store
6	Castor Sugar	590	Gr	Olivia Baking Store
7	Eggs	30	Pcs	Agent
8	Shredded Coconut	100	Gr	Pasar Lama Tangrang
9	Marie Biscuit	5	Pcs	Superindo

10	Avocado	1	Pcs	Pasar Lama Tangerang
11	Lemon	1	Pcs	Pasar Lama Tangerang
12	Cocopandan Paste	2	MI	Superindo
13	Mineral Water	625	MI	Aqua Home Service
14	Whipping Cream	250	Gr	Superindo
15	Salt	7,5	Gr	Olivia Baking Store

Source: Author Data

The specifications of the equipment and furniture listed in the table have been adjusted according to their usefulness in operations. OMÓ Choux selects high quality equipment and furniture that are suitable for operational needs. The selection of high quality is intended so that the equipment can be durable so that the company does not need to spend funds for a short period of time. In addition, for suppliers, OMÓ Choux has chosen suppliers who are trusted and located quite close to OMÓ Choux's production location.

Furthermore, for packaging, OMÓ Choux chooses to order it through an online shopping platform, Tokopedia, which can produce packaging for OMÓ Choux. As for the raw materials, OMÓ Choux will buy them from the market located in Pasar Lama Tangerang for nonperishable ingredients such as grated coconut, lemon, avocado, etc.

3.4 Control Procedures

OMÓ Choux is a business whose products do not have a long shelf life therefore, OMÓ Choux is made fresh every day so there is no need to store cooked food ingredients. This aims to maintain freshness and maximum product quality to maintain customer satisfaction.

Table 3. 2 Inventory Control

IN			
Date	Unit	Activity	By
10-05-2023	20	Storing	Michelle

Source: Author Data

Table 3. 3 Inventory Control

OUT			
Date	Unit	Activity	By
11-05-2023	10	Production	Michelle

Source: Author Data

Storage is done for raw materials such as butter, milk, flour, etc. To maintain product quality control, staff will be instructed to use the FIFO (First In First Out) method during the food storage process. This method will be very useful to avoid the use of expired food ingredients and reduce food waste.

3.5 Staffing

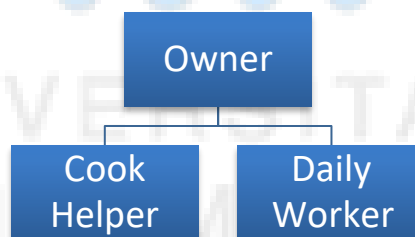


Chart 3. 1 OMÓ Choux Organization Chart

OMÓ Choux's business will be run with a limited number of staff. OMÓ Choux will recruit several employees to work together to make the business

successful. To carry out the production process, OMÓ Choux needs cook helper and the other staff will be in charge of maintaining the booth. There are several criteria needed to join OMÓ Choux.

3.5.1 Staff Requirements

- a) Cook Helper Requirements
 - 1) Women / Men, age 20-27
 - 2) Able to work in team or individual
 - 3) Understand about food hygiene and sanitation
 - 4) Fresh graduates are welcome
 - 5) Good communication skill

- b) Daily Worker Requirements
 - 1) Women / Men, age 22-27
 - 2) Able to work in team or individual
 - 3) Good communication skill
 - 4) Preferably domiciled in Tangerang
 - 5) Honest and friendly

3.5.2 Job Description

- a) Owner

As the Owner of OMÓ Choux, responsibilities include overall business management, finance, team leadership, product development, marketing, and daily operations oversight. This involves formulating strategies, managing finances, nurturing supplier relationships, and actively participating in product development and team activities. Ensuring legal compliance, supervising daily operations, and maintaining customer service standards are also integral aspects. In essence, the Owner oversees all facets for the success and sustainable growth of OMÓ Choux.

b) Cook Helper

- 1) Food preparation
- 2) Assisting in the production process
- 3) Assisting with dishwashing duties, including cleaning pots, pans, dishes, and utensils used during food preparation and service
- 4) Inventory control
- 5) Kitchen maintenance
- 6) Ingredients management

c) Daily Worker

- 1) Preparing the booth
- 2) Serving customers directly
- 3) Doing social media marketing
- 4) Maintaining booth area cleanliness

