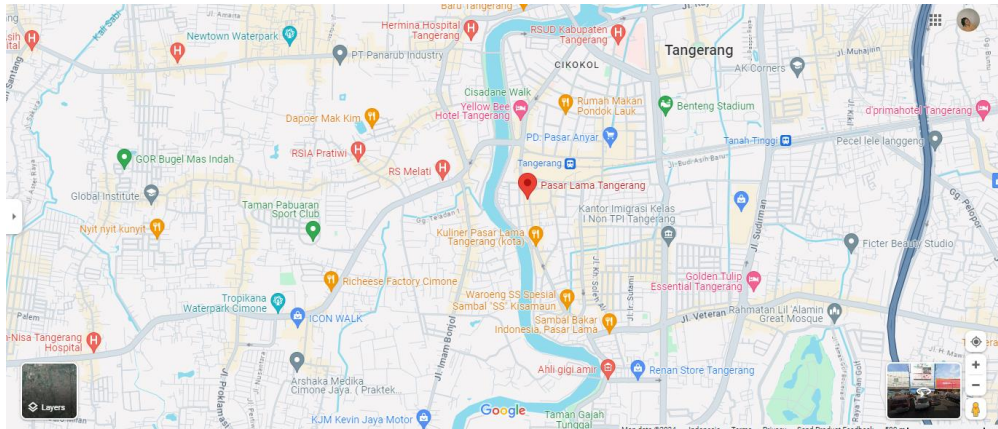


## CHAPTER III

### OPERATIONAL PLAN

#### 3.1 Location & Facilities



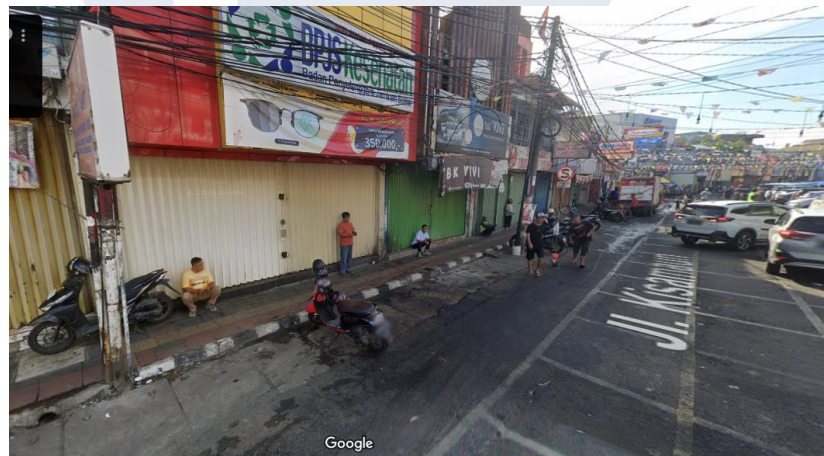
Picture 3.1 Cen'ka Location  
Source: Google Maps

Location and facilities are important factors in the success of the cempedak processing business in Pasar Lama Tangerang. Strategic locations, such as in the city center or close to tourist attractions or other busy places, can increase business accessibility and visibility. Tangerang Old Market, which is one of the famous culinary tourist attractions in Tangerang, offers a great opportunity for the cempedak processing business to attract the interest of tourists and local visitors. In addition, comfortable and clean facilities, such as adequate parking areas, comfortable seating, and good sanitation, are also important factors that can improve customer experience and build a positive image for the business.

Providing adequate facilities for the production, storage and sale of processed cempedak products is also very important. A clean and organized production site can improve production efficiency and product quality. Good storage is also needed to maintain product quality and avoid waste. Apart from that, an attractive sales area with an aesthetic and attractive design can also create a better shopping experience for customers. With a strategic location and

good facilities, the cempedak processing business in Pasar Lama Tangerang can increase its competitiveness and attract more customers.

Tangerang Old Market, which is rich in history and culture, can also be an additional attraction for the cempedak processing business. By utilizing the traditional and cultural nuances of Pasar Lama Tangerang in interior design or marketing, the cempedak processing business can create a unique and memorable experience for customers. This can increase the added value of processed cempedak products and differentiate them from competitors. Thus, good location and facilities at Pasar Lama Tangerang can be important capital for the success of the cempedak processing business in this market. The specific location for Cen'ka is in the front row of the Tangerang Old Market entrance, in front of the Joy Optical shop.



Picture 3.2 Cen'ka Specific Location

Source: Google maps

UNIVERSITAS  
MULTIMEDIA  
NUSANTARA



Picture 3.3 Stand Desain  
Source: <https://lazada.com>

### 3.2 Manufacturing/Service Methods

Manufacturing/service methods are a series of processes used in the production of goods or the provision of services to customers. This method includes the steps necessary to transform raw materials into finished products or to provide services that meet customer needs. Manufacturing methods involve processes such as production planning, raw material procurement, production processes, quality testing, and product distribution. Meanwhile, service methods include the ordering process, delivery, complaint handling and after-sales service to customers

It is important to pay attention to details for manufacturing/service methods so that product quality is good and the storage period is longer. Here are some of Cen'ka's service methods:

- 1) Procurement of Raw Materials: The first step in the manufacturing process is procurement of raw materials, namely fresh cempedak that will be processed. Raw materials must be selected carefully to ensure the quality of the product produced.

- 2) Processing: Cempedak is then processed according to the type of product to be produced, such as cutting it, separating the seeds, and processing it according to a certain recipe. This process is carried out using proper kitchen equipment and food processing techniques.
- 3) Packaging: After processing, processed cempedak products are packaged neatly to maintain freshness and quality. Packaging can also be an important factor in attracting consumer interest.
- 4) Distribution: Processed cempedak products that are ready to be sent to consumers or sold through various distribution channels, such as shops or online sales. The distribution process must be carried out efficiently to ensure the product reaches consumers in good condition.

### 3.3 Supplies and Suppliers

Supplies and Suppliers are important in the production of Cen'ka products. The main raw material is fresh cempedak which must be selected carefully to ensure its quality. Apart from that, additional ingredients such as flour, sugar, oil and preservatives are also needed in the production process. Selection of reliable and quality suppliers is very important to ensure a consistent and quality supply of raw materials. Good cooperation with suppliers can help maintain the availability of raw materials and obtain competitive prices, thus having a positive impact on the quality and profitability of cen'ka products.

Tabel 3.1 Supplies & Suppliers

No.	Supply	Qty	Units	Supplier
1	Sanex Kompor Gas 1 Tungku	1	1	Shopee
2	Gas LPG 3kg	1	1	Indomaret
3	Moegen Wooden Spatula	3	3	Shopee
4	Toko Rudi Liu Mixing	2	2	Shopee

	Bowl 29cm			
5	Bolde Super PAN Granite	1	1	Shopee
6	Paseo Tisu Dapur 70 Sheet	1	70	Indomaret
7	Strainer 16cm	1	1	Shopee
8	Knife	1	1	Blibli.com
9	Indokurnia Talenan Kayu 31 cm x 18,5 cm	1	1	Shopee

### 3.4 Control Procedures

Control procedures are a series of steps or procedures designed to ensure that business operations run according to predetermined plans and standards. Control procedures cover various activities, starting from purchasing, receiving, storage, production, packaging, delivery, presentation and sales. The main purpose of control procedures is to identify, measure and control risks that may arise in business operational activities.

#### 1) Purchasing:

- a) Has a list of trusted suppliers whose quality has been verified.
- b) Ensure the price and quality of cempedak raw materials in accordance with established standards.

#### 2) Receiving:

- a) Check the quality of the cempedak received to ensure its freshness and cleanliness.
- b) Record the quantity and condition of cempedak received to ensure stock availability and avoid losses.

#### 3) Storage (Storage):

- a) Store cempedak in the right temperature and humidity to maintain its quality.

- b) Using a FIFO (First In, First Out) stock rotation system to avoid long stockpiling of goods.
- 4) Production (Production):
- a) Using standard recipes and production methods to ensure product consistency and quality.
  - b) Monitor the production process regularly to ensure food safety and product quality.
- 5) Packaging (Packaging):
- a) Use safe packaging materials that comply with food safety standards.
  - b) Ensure product labels include clear information about the product and manufacturer.
- 6) Delivery (Delivery):
- a) Use delivery vehicles that are clean and comply with food safety standards.
  - b) Ensure products are delivered in good condition and according to orders.
- 7) Presentation:
- a) Presenting processed cempedak products attractively and in accordance with food hygiene and safety standards.
  - b) Provide clear information to customers regarding products and recommended serving methods.
- 8) Sales (Sales):
- a) Using a recorded payment system to monitor sales and product stock.
  - b) Provide good customer service and be responsive to customer questions or complaints.

By implementing good control procedures at every stage of the business, Cen'ka can ensure that the products produced are safe, of high quality and meet applicable food safety standards.

### 3.5 Staffing

Staffing is a management process that involves selecting, developing, and maintaining individuals suitable for specific positions in an organization. This process includes identifying workforce needs, employee recruitment, training, performance evaluation, and managing labor relations. Staffing aims to ensure that the organization has a competent and high-performing team to achieve its business goals.

Tabel 3.2 Staff Duty

No	position	duties and responsibilities
1	Owner	<ul style="list-style-type: none"> <li>• The owner is responsible for formulating the vision, mission and long-term goals of the business and designing strategies to achieve them.</li> <li>• The owner is responsible for managing business finances, including budget planning, cash flow monitoring, and financial reporting.</li> <li>• Owners must continue to monitor business performance, evaluate the success of strategies, and make necessary changes to improve business performance.</li> <li>• Owners must ensure that the business operates in accordance with applicable laws and regulations, including licensing and food safety standards.</li> <li>• Owners need to continue to innovate in products and production processes to remain competitive in the market.</li> </ul>
2	Manager/ Admin	<ul style="list-style-type: none"> <li>• Manage the daily operations of the business, including production, packaging, delivery and presentation of processed cempedak products.</li> <li>• Manage raw material purchases and inventory management to ensure sufficient availability for production.</li> <li>• Monitor and manage budgets, cash flow and daily</li> </ul>

		<p>financial reports to ensure business finances remain healthy including being responsible for the cashier</p> <ul style="list-style-type: none"> <li>• managing all forms of social media and e-commerce including handling incoming orders.</li> </ul>
3	Chef	<ul style="list-style-type: none"> <li>• Processing cempedak into various delicious and interesting dishes, cen'ka products.</li> <li>• Ensure the kitchen area and cooking equipment remains clean and sterile to maintain food safety and hygiene.</li> <li>• Manage the use of raw materials and equipment efficiently to control production costs.</li> <li>• Strive to meet or exceed customer expectations in terms of quality, taste and presentation of dishes.</li> </ul>

Cen'ka's operations are open from 3 pm to 11 pm, but the employees have been preparing since 2 pm. Operational time from 3 pm to 11 pm is the time when the business starts serving customers and generating income. However, the advance preparation at 2 o'clock is part of the preparation or "pre-opening" process necessary to ensure everything is ready to receive customers.

Preparations before Cen'ka opens include several things, such as cleaning the work area, preparing equipment, preparing materials or products to be sold, as well as holding briefings or short meetings with employees to prepare them mentally and operationally.

Each employee has a different holiday schedule, so there is diversity in determining holiday times for each individual. However, the policy also states that these employees will not be given holidays on weekends. This is due to predictions that on weekends, there will usually be a surge in the number of customers coming to Cen'ka.