

CHAPTER III

OPERATIONAL PLAN

3.1 Location & Facilities

Hey Dessert plans to have Summarecon Mall Serpong as a place to sell this dessert cup product. The owner considers SMS to be a strategic location because it is easy for people to find and of course it is close to housing, shops, markets and schools which of course is ideal for Hey Dessert's target market is people -middle class people aged between 15-30 years.



Figure 3.1 Hey Dessert Location

Source: Google Maps

As mentioned above Hey Dessert's is located inside SMS Gading Serpong and more specifically located on the 2nd floor because the owner considers the 2nd floor to be the best place because there are various food and beverage stalls which of course there will be a lot of customers there, especially for those who want delicious desserts and affordable prices.

Hey Dessert's will also provide 4 chairs and 2 tables to facilitate customers who want to enjoy their dessert cups while relaxing. The owner believes that SMS is the best place to sell Hey Dessert products

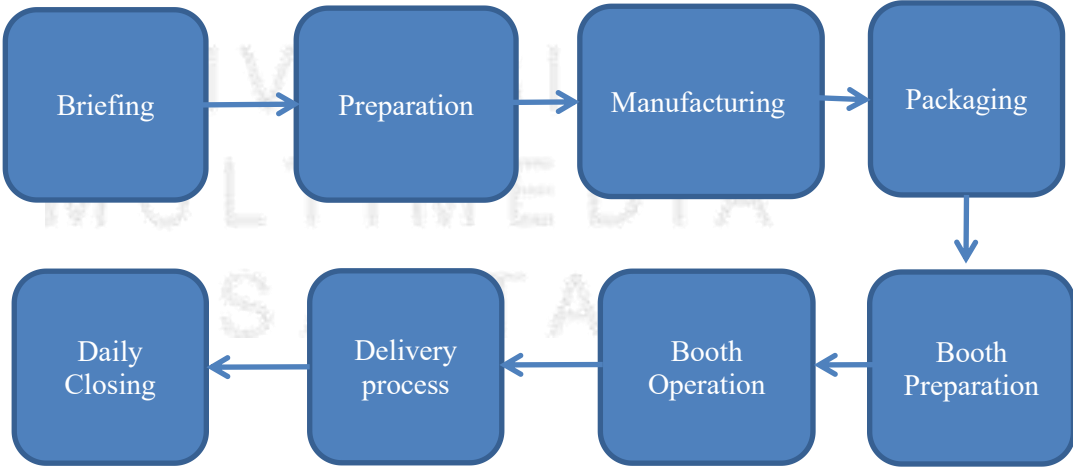
besides that SMS is a famous mall and of course there are lots of people who come to the mall every day. Here is layout of the Hey Dessert booth.



Figure 3.2 Booth Layout

Source: Author Data

3.2 Manufacturing / Service Methods



1. Briefing

Before starting all activities and opening the booth, employees must attend a briefing to find out what the agenda will be and also ensure that the booth area is in good condition.

2. Preparation

To prepare for the process of making dessert cup products, operational and production employees check the materials and equipment that will be used to ensure that the materials are still in a condition suitable for use and the equipment must be clean.

3. Manufacturing

For the cooking process, all products will be done at home first before being sold at the booth. This is done because this is a dessert cup which must first be put in the refrigerator to puree and whip the cream and also the vla must be set first for 1 hour.

4. Packaging

After all the manufacturing processes are ready, all the finished ingredients will be divided into 10 parts to get 10 cups. Each layer put into the cup will be weighed to ensure all cups have the same weight of ingredients.

5. Booth preparation

Once all the products are ready, the products will be taken to the sales location to be sold. The booth must be clean and also ensure that other facilities such as chairs and tables are arranged in their places and also ensure that the portable refrigerator can be used because this is used to store the dessert cups. and other things such as menu lists and bar-code for payment are ready.

6. Booth Operations

- a. When guests arrive for the first time, all staff must be able to give greetings.

- b. After that the staff will offer a menu that is available that day.

- c. Give guests a minute to make a decision to buy a product.
- d. If the customer has made an order because it is a dessert, the customer must immediately make a payment.
- e. Payment can use bar-code or cash
- f. After that the staff will process the transaction and if so the staff gives the dessert box that the customer has purchased.

7. Delivery process

The operational team will check the Go-food application to see if any orders have been received. If any of the products ordered must be prepared and put in a paper bag and then given to the Go-food team for delivery to the customer who ordered.

8. Daily Closing

After working hours are over, employees must ensure that the booth is cleaned and also ensure that the display cooler is in good condition. After that the staff will process the transaction and if so the staff gives the dessert box that the customer has purchased.

9. Delivery process

The operational team will check the Go-food application to see if any orders have been received. If any of the products ordered must be prepared and put in a paper bag and then given to the Go-food team for delivery to the customer who ordered.

10. Daily Closing

After working hours are over, employees must ensure that the booth is cleaned and also ensure that the display cooler is in good condition.

3. 3 Appliances and Supplier

Table 3.4 Appliances and Supplier

Categories	Specification	Supplier
Appliances		
Freezer	Modena Conserva SF1040DW	Engineering Malacca
Display Cooler	Display Cooler-Expo-90FD	Tokopedia
Oven	Idealife IL-335	Tokopedia
Measuring Jug	Measuring Jug1000m1	Northside Coffee shop
Bowl Mixing	Komodo Waskom 32cm	Electronic Shopping
Saucepan	SPC0158	Cellars Houseware
Knife	Maxim	Cellars Houseware
Cutting Board	Plastic 33x20cm	Cellars Houseware
Silicone Spatula	Silicone spatula tank	Horeca Center
Balloon Whisk	Balloon Whisk Stainless	Awangw
Napkin	Multi-PurposeNapkins	Dfanciehouse
Scale	Scale Digital 5kg	Goto Living Official
Furniture		
Chair	Minimalist wooden bench	AJiong
Table	Scandinavian Table 50x35 Cm	CHOWPINGSTORE
Packaging		
Cup	Jelly Puding 240m1-CH40	Equipack
Paper bag	Paper bag	Shopee

Spoon Fork	Spoon Fork 2inone	Supplierone
Labels	A3 Paper	Pigma
Raw		
White Chocolate	Tulip White Compound Chocolate	Sukasari Baking
DarkChocolate	Tulip Dark Compound Chocolate	DBK Meruya
Sugar	Rose Brand	Anugerah Cake Ingredients Shop
Egg		Giftcakeshop
Whipping Cream	Anchor	Jaya Food Award
Matcha Powder	javaland	Powder Shop
Marie Biscuits	Royal Marie Biscuit	superindo
Corn Starch	Maizenaku	superindo
Instant Coffee	Neo Spotted	superindo
Oreo	Oreo Crumbs	superindo
All purpose flour	Sania	Hypermart
Cocoapowder	Bensdorp	Hypermart
Sugar	Gulaku	Hypermart
Baking powder	Koepoe	Hypermart
Baking Soda	Koepoe	Hypermart
Salt	Himalaya	Hypermart
oil	Sania	Hypermart
Lemon		Pasar Medang
Milk	UHT Full Cream	Hypermart

Regal Marie	Regal Crumbs	Superindo
Water	Le Mineral	Indomaret
Elmer Chocolate Crispy ball	Elmer	Maron

Source: Author

3.4 Control Procedure

Purchasing and Procurement

- a. Owner will list all required materials.
- b. The owner will provide material specifications so that the materials or equipment needed can be easily found
- c. After that the owner will make contact with the vendor to send the goods.
- d. Apart from that, the quality of the materials received is also checked to ensure that all materials and equipment used are in a condition suitable for use.
- e. The materials to be used will be stored according to their respective categories in one place and the first in first out method will also be used to ensure that old items can be used first.

Production Process

- a. Prepare all the necessary ingredients.
- b. Measure the ingredients according to the required proportion
- c. Prepare the production equipment and tools.
- d. Clean and prepare the workspace.
- e. Process the raw ingredients according to the recipe steps.

- f. All the finished ingredients will be put into the dessert cup provided and all the weight must be the same, namely 150 grams for one cup.
- g. After that add the toppings for each cup.
- h. Clean and sanitize our workspace and equipment.
- i. Conduct periodic quality testing of the products by team.
- j. Store finished products according to our storage requirements.
- k. Deliver the products

Operational Protocols

- a. Hey Dessert maintains a clean and hygienic environment in its production facilities, storage areas and storefronts.
- b. Equipment used in the production process is maintained and cleaned regularly to ensure optimum performance.
- c. Staff must wash their hands before carrying out the product production process.
- d. Staff Must use a hairnet to avoid hair that could fall into the product
- e. During the process of making the product and the process of storing the product into the cup, staff are required to wear gloves
- f. Products that are ready will be stored in a box according to the variant
- g. Products that are ready to be sold will be put into cups with the same weight for each cup.

C. Staffing

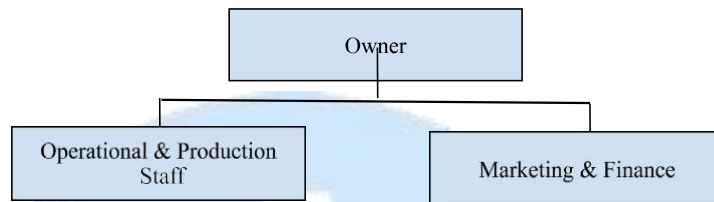


Figure 3.2 Hey Dessert Organizational Chart
Source: Author Data

Hey Dessert will use three people as a team to run this business. Hey Dessert will definitely recruit marketing and finance to help companies do advertisements through social media and through posters and also manage the finances. Of course this will help the business to grow and be known by many people.

1. Staff Requirement

a. Marketing & Finance

1. Minimum degree of high school or vocational high school
2. Have experience in marketing and also finance at least 1 years
3. Female, age 25-30
4. Able to work in team
5. Active in social media
6. Honest and friendly

b. Production & Operational Staff

1. Minimum degree of high school and vocational high school
2. Female, age 19-30 years
3. Able to work in team
4. Be prepared to cross work
5. Prioritizing hygiene and health protocols
6. Honest and friendly

2. Job Description

a. Owner

The owner is responsible for strategic decision making, operational management, resource management, business development and supervising the operations, leading the team.

b. Marketing & Finance

Responsible for promoting and introducing Hey Dessert on social media and also responsible for managing finances so that there are no irregularities in its use.

c. Operational & Production Staff

Employees will take care of the operations and production processes. Apart from that, they will be in charge of operations and of course must be able to follow safety and operations according to SOP.

