

CHAPTER III

OPERATIONAL PLAN

3.1 Location

Bagashi has chosen the Blok M area, specifically Little Tokyo, as its sales location. This choice of location is very strategic and supports large-scale production, considering that Blok M is one of the bustling centers in Jakarta known for its diverse culinary and entertainment options. Little Tokyo, inspired by Japanese culture, offers a unique and attractive atmosphere for visitors, making it a special draw for food enthusiasts.

This location is very busy with visitors, especially due to its proximity to public transportation options such as buses, city transport, and the MRT. This accessibility makes it easy for customers to visit Bagashi, whether during their commute home from work or on weekends. During peak hours, such as in the late afternoon after work, the area is filled with workers looking for a place to relax and enjoy delicious food. Additionally, on weekends or holidays, Little Tokyo becomes a popular destination for families and friends who want to spend time together while enjoying a variety of culinary offerings.

The presence of Bagashi in this location will be very beneficial and important for attracting a steady stream of customers. With an atmosphere that is always lively and dynamic, this place is never short of visitors. Little Tokyo is also known as a spot that often goes viral on social media, especially when new dining establishments open. This provides an additional advantage for Bagashi, as

word-of-mouth promotion and social media exposure can enhance visibility and attract more customers.

This, the choice of location in Blok M, particularly in Little Tokyo, not only provides good accessibility but also creates significant opportunities for Bagashi to grow and reach a larger customer base. The combination of a strategic location, a bustling crowd, and viral potential makes Little Tokyo an ideal choice for establishing a successful culinary business.



Figure 3.1 Street Food Location



Figure 3.2 Street Food Location

3.2 Operational Flow

The table above is the operational flow of Bagashi, starting from the purchase of raw materials to make Burger Sushi. The ingredients are selected from high-quality materials to maintain sales standards. The equipment used to make the Burger Sushi is clean and sterilized to ensure consumer comfort. To maintain consistent sales, the ingredients will be weighed to ensure that all products are uniform when sold.

Once the ingredients have been weighed, the burger rice will be prepared and shaped into round patties, which will then be placed in the freezer to maintain their shape and quality during frying. After that, the sauce will be prepared and placed in its container, so that it can be applied directly to the food when there are customers. If the customer is dining in, the dish will be served on a plate that has been properly plated. For takeout orders, the burger will be placed in a paper packaging and sealed like a regular burger, then labeled with a Bagashi sticker. Finally, the burger will be placed in a paper bag and will be ready for takeout.

Table 3.1 Operational Flow

Purchasing raw material
Storing raw material
Cleaning and sterilizing equipment
Measuring and Weighing Ingredients
Packaging for dine-in or takeout
Labeling Sticker for takeout
Storing Finished Products
Consumed

3.3 Supplies and Suppliers

Establishing a restaurant requires the acquisition of new and high-quality goods and equipment essential for the smooth operation of the business. These items play a crucial role in ensuring effective production and distribution processes, which are vital for the sustainability of the restaurant.

At Bagashi, it is recognized that sourcing high-quality raw materials for food is just as important as investing in specialized cooking equipment that meets culinary needs. This includes various kitchen appliances, utensils, and tools that facilitate the preparation and cooking of signature dishes.

In addition to cooking equipment, appropriate storage solutions are needed to keep raw materials fresh and organized. This includes refrigeration units for perishable items, dry storage for non-perishable goods, and designated areas for cooking tools and utensils. Proper storage is essential to maintain the quality of ingredients and ensure that the kitchen operates efficiently.

By investing in these high-quality goods and equipment, Bagashi will be well-prepared to deliver exceptional dining experiences to customers while maintaining operational efficiency and hygiene standards. This comprehensive approach to resource acquisition will ultimately contribute to the long-term success and growth of the restaurant.

Table 3. 2 Facilities List

No.	Facilities	Qty	Units	Supplier
1.	Freezer	1	Pcs	Carousell
2.	Stainless Table	1	Pcs	Tokopedia
3.	Food Processor Oxone	1	Pcs	Offline Store
4.	Knife Set	2	Pcs	Offline Store
5.	Cutting Board	2	Pcs	Offline Store
6.	Stove	2	Pcs	Offline Store
7.	Measuring Spoon	1	Pcs	Offline Store

8.	Scale	2	Pcs	Offline Store
9.	Teflon Pan	2	Pcs	Offline Store
10.	Frying	2	Pcs	Offline Store
11.	Cleaning Equipment	2	Pcs	Offline Store
12.	Cooking Gas 3kh	2	Pcs	Offline Store
13.	Advan Tablet	1	Pcs	Tokopedia
14.	Storage Container	1	Pcs	Offline Store
15.	Plastic Table	3	Pcs	Tokopedia
16.	Plastic Chair	12	Pcs	Tokopedia
17.	Cart	1	Pcs	Office Store

3.4 Control Procedures

To establish Bagashi, it is essential to ensure that all ingredients used in food production are of high quality. This process begins with the selection of the right ingredients from trusted suppliers. Here are the steps that must be taken to ensure that these ingredients meet the established standards.

First Selection of Quality Ingredients

- a. Selection Criteria: First, it is important to establish criteria for selecting ingredients. These criteria may include the quality of the ingredients, freshness, and suitability for the recipes to be used. For example, ingredients such as vegetables, meat, and dairy products must be fresh and free from contamination.
- b. Supplier Sources: Choose suppliers with a good reputation who have proven to provide quality ingredients. Conduct research to find suppliers who have appropriate certifications and standards, such as organic or pesticide-free certifications.
- c. Supplier Evaluation: Conduct regular evaluations of supplier performance. This includes checking the quality of the ingredients supplier deliver, the

timeliness of deliveries, and their responsiveness to any issues that may arise.

Second is purchasing from Trusted Suppliers

- a. **Contract Negotiation:** After selecting a supplier, negotiate a clear contract. This contract should include terms and conditions regarding the quality of the ingredients, pricing, and delivery times. Ensure that all parties understand and agree to the contents of the contract.
- b. **Purchase Orders:** Use standardized purchase order forms to ensure consistency and completeness of information. These forms should include details such as product names, quantities ordered, and agreed-upon prices.

Third is Receipt and Inspection of Ingredients

- a. **Receiving Goods:** Once the ingredients arrive, the first step is to conduct a receipt of goods. This involves a physical inspection of all received ingredients to ensure supplier match the order.
- b. **Quality Inspection:** Each ingredient must be checked for quality, quantity, and condition. Use a checklist to ensure that all aspects are inspected, including expiration dates, packaging, and signs of damage.
- c. **Documentation:** Record all findings in a receipt report. If any ingredients do not meet the standards, report the issue to the supplier immediately and document the steps taken to resolve the problem.

Fourth is Management of Cleanliness and Quality

- a. Safe Storage: After the ingredients are received and inspected, store them in a clean and organized manner. Ensure that the storage area is always tidy and orderly to minimize the risk of contamination.
- b. Temperature Control: Maintain appropriate storage conditions, such as refrigeration for perishable items. Conduct regular temperature checks to ensure that all ingredients are stored under the right conditions.
- c. Recording and Monitoring: Use an inventory management system to track stock levels and monitor expiration dates. This will help reduce waste and ensure that all ingredients used are fresh and of high quality.

By following these steps, Bagashi can ensure that all ingredients used in food production are of high quality, safe, and meet strict hygiene standards. This process is not only important for maintaining product quality but also for building customer trust and ensuring the sustainability of the business.

3.5 Staffing

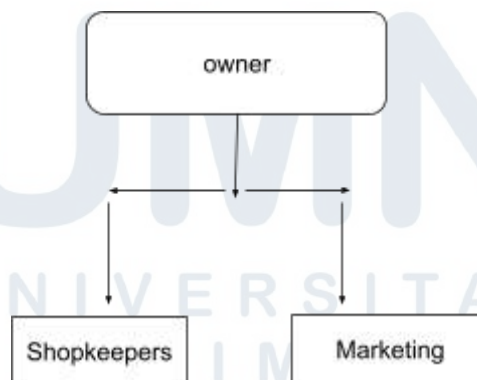
The organizational structure of Bagashi consists of the owner, one marketing staff, and three shopkeepers. To start the business, Bagashi has three employees: two shopkeepers and the owner of the restaurant. As the business grows and sales increase, Bagashi plans to expand by hiring three additional employees including one marketing staff. The three employees will assist with the sales process, while the marketing staff will help promote the Bagashi brand through social media. The owner will be responsible for tracking sales and ensuring that the restaurant operates smoothly.

The criteria that workers must possess include honesty, cleanliness, attention to detail while working, and friendliness towards customers. The salary offered will be Rp. 2,200,000, with a work schedule of five days on, one hour break, and two days off and will get yearly bonus. Table Below there is a schedule employee and Stucture Organization, the marketing is different from the shopkeepers, marketing team not usually go to the restaurant, if the marketing team has an influencer coming to the restaurant the team should go to the restaurant to see the influencer.

Table 3.3 Schedule Employee

SCHEDULE							
<i>Employee</i>	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>	<i>Sunday</i>
Shopkeeper	<i>day off</i>	<i>day off</i>	<i>15.00 - 23.00</i>	<i>15.00 - 23.00</i>	<i>15.00 - 23.00</i>	<i>15.00 - 23.00</i>	<i>15.00 - 23.00</i>
Shopkeeper	<i>15.00 - 23.00</i>	<i>15.00 - 23.00</i>	<i>day off</i>	<i>day off</i>	<i>15.00 - 23.00</i>	<i>15.00 - 23.00</i>	<i>15.00 - 23.00</i>
Marketing	<i>08.00 - 17.00</i>	<i>08.00 - 17.00</i>	<i>08.00 - 17.00</i>	<i>08.00 - 17.00</i>	<i>08.00 - 17.00</i>	<i>day off</i>	<i>day off</i>

Table 3.4 Structure Organization



Staff Requirements

A. Marketing:

1. Education: Diploma or Bachelor's degree in Communication, Marketing, Public Relations, or related fields.

2. Experience: At least 1-2 years in marketing or communication, preferably in the food and beverage (F&B) industry.
3. Communication Skills: Proficient in delivering clear and engaging messages to the target audience.
4. Copywriting: Skilled in creating marketing texts, including captions, taglines, and compelling articles.
5. Design and Editing: Ability to use graphic design tools (Canva, Photoshop, or similar) and perform basic video editing.
6. Creativity: Capable of generating fresh ideas to enhance the restaurant's appeal.
7. Proactivity: Takes the initiative to explore new marketing opportunities.
8. Market Segmentation: Knowledgeable in targeting the right audience according to the restaurant's concept.
9. Networking: Established connections with local media or influencers.

B. Operational staff and cashier

1. Education and Experience

- a. Minimum education: High School (SMA/SMK) or equivalent.
- b. Experience in restaurant operations, such as cashiering or kitchen work.

2. Cashier Role

- a. Proficient in operating a cash register and Point of Sale (POS) systems.
- b. Strong communication skills to provide excellent customer service.

3. Kitchen Role

- a. Basic knowledge of cooking or experience in food preparation.
- b. Understands kitchen cleanliness and sanitation standards.
- c. Able to follow recipes and portion standards accurately.
- d.

4. Personal Qualities

- a. Honest.
- b. Friendly.
- c. Responsible.

