

CHAPTER III

OPERATIONAL PLAN

3.1 Location and Facilities

Olatcha plans to open a booth at Jakarta Kota Station as a place to sell this croffle product. This location is chosen because of its strategic location where Jakarta Kota Station is in an urban area or close to the busy center, making it easier for sellers to get the right target market. On the other hand, Jakarta Kota Station is just the opposite of Kota Tua Museum where the museum is very busy with visitors. The ideal target market for Olatcha is the middle class, aged between 15-30 years.



Figure 3.1 Olatcha Location
Source: Google Maps

Facilities for Olatcha will include the booth, the production facilities, customer service facilities, utility and operational facilities, as well as promotion facilities.

3.2 Operational Workflow

Olatcha has operational workflow to be implemented by the staffs. Below is the blueprint for the operational workflow and the description of each step.

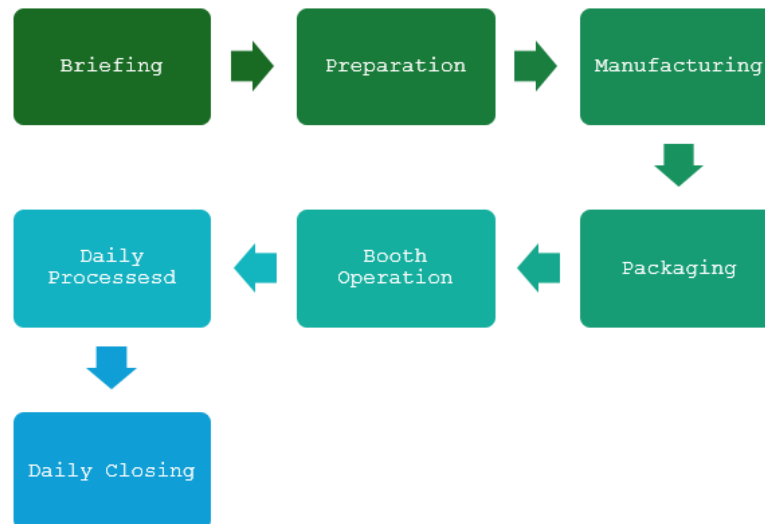


Figure 3.2. Olatcha Operational Workflow
Source: Author's data

1. Briefing

Before starting activities and opening the shop, the staff must hold a briefing to confirm the work agenda and ensure that the shop is in good condition.

2. Preparation

To prepare the croffle product manufacturing process, operational and production staff check that the goods and materials to be used are in usable condition and the equipment must be clean.

3. Manufacturing

For the manufacturing process, the products released are in accordance with the target number of sales per day. For whip cream, we make it directly in the shop so that the resulting taste is still fresh.

4. Packaging

For packaging we use a dessert box, but for large purchases we will use a large dessert box, a small cup thinwall for the sauce, and also

a small plastic zip lock for toppings. We also provide paper bags with our product logo.

5. Booth Operations

- a. When customers come, the staff in the shop will greet the customer
- b. After that, the cashier staff will tell you the menu available in the shop
- c. Give customers time to choose the menu
- d. If a customer makes an order, they must immediately make payment
- e. Payment can be made via Qris or cash, then the staff will provide a payment receipt
- f. After that, the staff will prepare the order according to what is ordered, and deliver the order when it is ready

7. Delivery process

The operational team will check the Go-food application to see if any orders have been received and have been received. If an order has been received, it will immediately be put into a box and paper box, then given to the Go-food team for immediate delivery to consumers.

8. Daily Closing

Before closing, the staff will ensure that goods or equipment are in their respective storage areas in a clean condition, and double-check transaction data and orders that have been completed.

3.3 Suppliers and Supply Chain

Identify key suppliers for raw materials, components, or services.

Table 3.1 Facilities List

Categories	Specification	Supplier
Appliances		
Croffle pan	Waffle Sonifer	Tokopedia
Measuring Jug	Green Leaf 1835, 250 ml	Tokopedia

Scales	Digital Gray	Tokopedia
Mixing Bowl	Stainless Mixing Bowl 30cm	Tokopedia
Hand Mixer	Philips Mixer HR1552/10 - 170 Watt	Tokopedia
Spatula Silicone	Spatula Silicone Big Size	Tokopedia
Napkin	Indo Linen Napkin	Tokopedia
Display Cooler	Showcase RSA AGATE 300R 282 Liter	Tokopedia
Mini Glass Display	Mini Glass Display	Tokopedia
Dispenser	Miyako: Dispenser Panas Normal WD 190 Super Hot	Tokopedia
Food Tong	Food Tong Stainless 23cm	Tokopedia
Cutting Board	Chopping Board Green Leaf 2511 Sedang	Tokopedia
Knife	Pisau Dianjin Stainless	Tokopedia
Baking Tray	Baking Tray/Loyang Stainless SUS 304 - L (31x24x2,5cm)	Tokopedia
Furniture		
Table	Meja Nampan Besi Outdoor	Tokopedia
Chair	Stainless Chair	Tokopedia
Packaging		
Dessert box	Paper box 9x9 cm	Tokopedia
Plastic bag	Kantong Plastik PEX	Tokopedia
Labels	A3 Paper	Fotocopy
Raw		
Whipping Cream	Anchor	Tokopedia
Croissant	Bonpatis	Tokopedia
Chocolate	Callebaut 811 Dark Chocolate 1kg	Tokopedia
Matcha Powder	Pure Matcha Powder 1kg	Tokopedia
Almond Peanuts	Almond Slice	Tokopedia
Oreo	Oreo Crumbs	Tokopedia
Water	Le minerale 15L	Indomaret
Choco Ball	Crispy Ball Elmer 250gr	Tokopedia

3.4 Control Procedures

1. SOP for Purchasing
 - a. Owner to nominate all required materials. The owner will give the information regarding the materials. This will be easy to find the materials or equipment required.
 - b. Then the vendor will be contacted by the owner to deliver the goods.
 - c. Apart from that, the quality of the material received is also inspected to ensure that every material and equipment used are in good usable condition.
 - d. The materials will be stored in a single place based on their categories. The first in, first out method will be applied to ensure that the old items are utilized before the new ones.
2. SOP for Production
 - a. Prepare all ingredients as needed.
 - b. Measure the ingredients according to the required quantities.
 - c. Prepare equipment and production tools.
 - d. Clean and prepare the work space.
 - e. Prepare raw materials according to the recipe.
 - f. All the prepared foods will be put in the display cooler.
 - g. Clean and disinfect our workplace and equipment.
 - h. Conducting periodical quality testing of the products by team.
 - i. Store finished goods as per our storage needs.
3. SOP for Operational
 - a. Olatcha keeps its production facilities, storage areas and store fronts clean and hygienic.
 - b. Production equipment is cleaned and maintained regularly to ensure it works at its best.

- c. Workers have to wash their hands before starting the production process of the products, also haircap must be worn to prevent hair from falling into the product.
- b. During the process of making the whip cream, staff are required to wear gloves.

3.5 Staffing

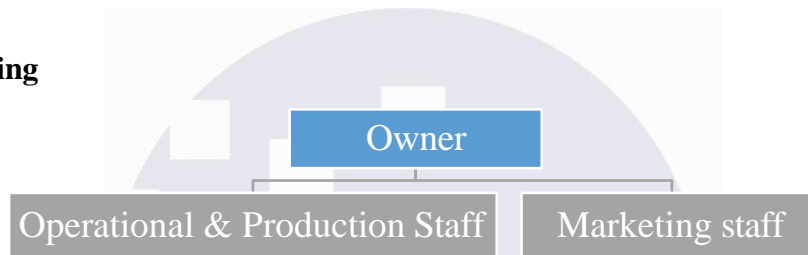


Figure 3.3 Olatcha Organizational Chart

Source: Author Data

Olatcha will use 5 staff to run the business. Four people will be on the operational and production staff, while 1 is responsible for marketing.

1. Staff Requirements

a. Marketing staff

- 1) Has a minimum degree of vocational high school majoring in multimedia.
- 2) Women, age 25-30
- 3) Able to work in a team
- 4) Willing to do cross jobs
- 5) Active in social media
- 6) Honest and friendly

b. Operational & Production staff

- 1) Has a minimum degree of high school or vocational high school.
- 2) Has experience working or training in F&B business at least 6 months.
- 3) Women age 19-30
- 4) Understand to implement basic hygiene and health protocols
- 5) Able to work in a team
- 6) Willing to do cross jobs

7) Honest and friendly

2. Job Description

a. Owner

The Owner is responsible for making strategic, operational management, financial management, resource management, business development and supervising the operations, also leading the team.

b. Marketing staff

Responsible for creating a content on social media and handle online order.

c. Production & Operational

Employees will take care of the operations and production processes. Therefore, they will be in charge of operations and be able to follow safety procedure based on SOP.

