

CHAPTER III

OPERATIONAL PLAN

3.1 Location & Facilities

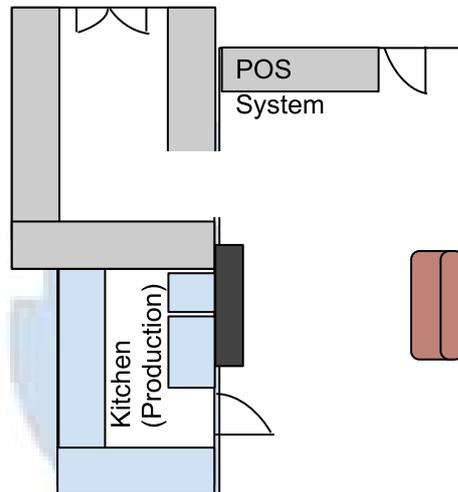


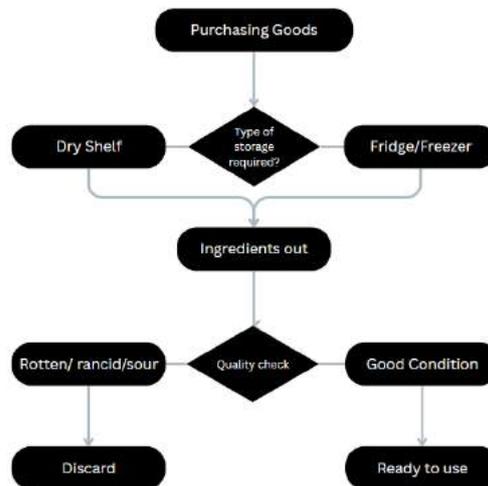
Figure 3.1 Floorplan

Operational activities such as production and order-taking activities are done from the owner's home which is located at Taman Borobudur 1, Perumnas 2, Bencong, Kelapa Dua, Tangerang, Banten. Due to the small scale of operation, the owner's kitchen is sufficient for the production, the ordering systems will be done through Shopee, Shopee Food, Grabfood, and GoFood or WhatsApp and request for delivery. The drivers can come to the window and request for pick up, the staff then will prepare and give the order through the window to the driver, ready for delivery. The marketing and sales activity of Soy Scoop will be done through social media, it is important for us to set social media presence to attract customers. Soy Scoop will also target food bloggers and reviewers to give more brand exposure for the business. Their focus on marketing is to educate and promote health and well being by introducing their product.

3.2 Manufacturing/Service Methods

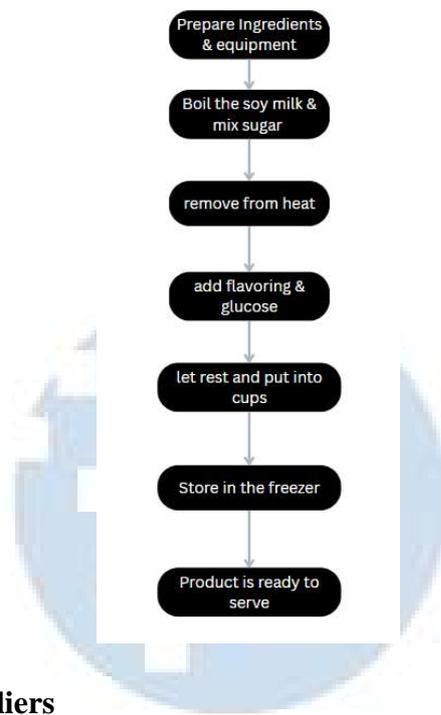
The manufacturing and packaging process focuses on both the procurement of ingredients and the step-by-step workflow of production.

Figure 3.2 Procurement flowchart



Additionally, the Order to Production flow chart is designed to ensure a smooth and efficient manufacturing process. It also serves as a guide for staff, helping them understand and follow the correct manufacturing procedures. Staff must also make the products according to standard recipe to ensure Soy scoop products achieved the standardized quality. Making the product according to standard recipes is important so portion sizes, ingredients, procedures for preparing and manufacturing foods, as well as tools used are standardized to make a standard quality product (Armielia et al., 2023).

Figure 3.3 Production flowchart



3.3 Supplies and Suppliers

Understanding the key materials and sourcing strategies needed to assist in product development and manufacturing. Including the necessary ingredients, packaging, and resources required for maintaining consistent quality and efficiency in the production.

Table 3.1 Supply List

Supply	Qty	Units	Supplier
Soy Milk	1000	ml	Seghar Soy Milk
Vanilla Extract	150	ml	Melpona
Frozen Strawberries	1000	gr	Ayoo! Fresh
Granulated Sugar	1000	gr	Gulaku
Glucose	1000	gr	Shopee
Matcha Powder	1000	gr	MaxFood
Cocoa Powder	1000	gr	Windmolen
Plastic ice cream cup 125ml	1	pcs	Shopee
Aluminium Foil Thermal Bag	1	pcs	Shopee
Labels	28	pcs	Jasmine Printing
Ice Cream wooden spoon	1	pcs	Shopee

3.4 Control Procedures

Outlining the approaches employed to guarantee product quality, operational uniformity, and adherence to regulations during the manufacturing process. This encompasses supervision of essential control points, enforcement of safety and cleanliness measures, and provision. The aim is to create a control system that reduces risks, enhances efficient operations, and lay the foundation for long-term reliability and consumer trust.

Standard Operating Procedures (SOP) for Soy Scoop

a. Storage:

1. Ensure the storage area is clean, dry, and well-ventilated.
2. Store soy milk and other temperature-sensitive ingredients in a freezer or chiller to maintain freshness. Dry ingredients, such as flavorings, should be kept separately on dry shelves to prevent cross-contamination and preserve their quality.
3. Maintain proper temperature control for soy milk storage to preserve freshness and quality.
4. Rotate stock regularly to minimize waste and ensure products are used before expiration dates.
5. To prevent cross-contamination, staff must use separate, clean utensils for each flavor and ingredient. Under no circumstances should the same spoon or scoop be used for multiple items. All utensils must be washed and sanitized before being reused with a different product.

b. Production:

1. All staff are required to wash their hands regularly, with particular attention to doing so prior to performing any production-related tasks to maintain hygiene and food safety protocol.
2. Follow standardized recipes and procedures for each ice cream flavor to maintain consistency.

3. Thoroughly clean and sanitize all equipment and utensils before and after use.
4. Measure ingredients accurately to ensure the correct flavor profile and texture.
5. Blend soy milk with flavorings and other ingredients according to specified ratios and methods.
6. Monitor temperature and texture throughout the production process to achieve the desired consistency.
7. Conduct quality checks at various stages of production to ensure the product meets standards.

c. Packaging:

1. Ensure packaging is clean and free from defects or damage.
2. Fill containers with the ice cream, leaving appropriate headspace to allow for expansion during freezing.
3. Seal containers securely to prevent leakage and maintain freshness.
4. Label packages with product name, flavor, ingredients, allergen information, and expiration date.
5. When labeling, make sure labels are applied neatly, without wrinkles, and with straight, aligned edges.
6. After packaging, keep in the proper temperature to maintain product quality and shelf-life

d. Delivery:

1. Transport packaged soy milk ice cream in insulated containers to maintain proper temperature during transit.
2. Ensure delivery vehicles are clean and sanitary to prevent contamination.
3. Adhere to delivery schedules and routes to ensure timely delivery to customers.
4. Handle packages with care to prevent damage during loading and unloading.

e. Sales:

1. Train sales staff to provide knowledgeable and friendly customer service.

2. Educate customers about the benefits of soy ice cream, including its vegan-friendly, low-fat, and allergen-free properties.
3. Offer a variety of product variations and packaging options to accommodate different customer preferences.
4. Implement point-of-sale systems to streamline transactions and track sales data.
5. Monitor inventory levels and reorder stock as needed to ensure product availability.

3.5 Staffing

Soy Scoop will have 2 operational staffs for manufacturing and order taking, they will also take roles to label the packaging for the product and one delivery staff will also be employed in order to accommodate and do deliveries to customers. Working for 9-hour shift per day. 9AM to 6 PM Each has 2-3 days off per month and wage of 60.000/staff each day, which totals the amount to 1.800.000/staff per month.

