

CHAPTER III

OPERATIONAL PLAN

3.1 Location & Facilities

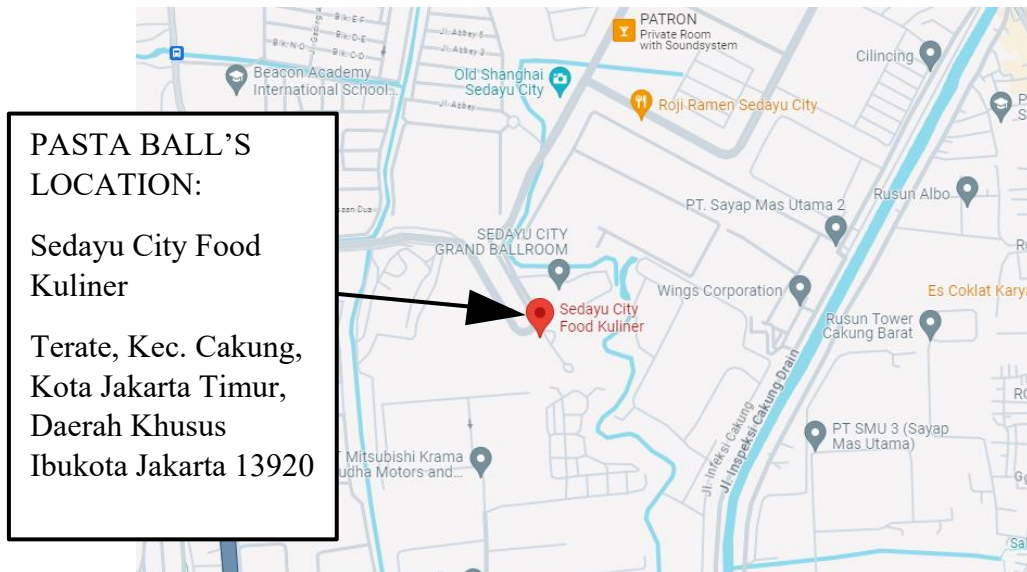


Figure 3.1 Pasta Ball's Location

Despite Sedayu City being listed as a part of the subdistrict of Cakung in Google Maps, many still consider it to be a part of Kelapa Gading because of how close the location is. Even their website and Instagram are named Sedayu City Kelapa Gading. One of the reasons as to why the owner chose Sedayu City as the location is because the owner himself had lived near the area almost his entire life, making him very familiar to it and able to understand the market segmentation of the location. The owner also chose an area in the region of Kelapa Gading because it is one of the go-to locations for culinary, as the place itself is filled with all sorts of culinarians, ranging from traditional ones to newer and innovative ones. Many viral and famous culinary places can be found in Kelapa Gading, and with that, the owner believes it can give a better chance for PASTA BALL to one day be a go-to culinary as well in Kelapa Gading. Another reason is because Kelapa Gading

houses more than 140 thousand people and are also filled with housing complexes, offices, and schools which means there will be many students and workers who'd like to enjoy a convenient and tasty meal in their busy lives. Another reason why the owner choose Sedayu City is because it is one of the most well-known food centers locations in Kelapa Gading. It is a place where people can enjoy an outdoor food cthet like place filled with Stalls and Tenants with all sorts of food combined with a nice and warm ambience. Sedayu City Food Culinary itself is surrounded by housing complexes and residences of Sedayu. Sedayu City is filled with house shops, offices, and clusters that keep the area busy throughout the day. Now, apartments and schools are starting to surface as well in the Sedayu area which indicates that there will more and more visitors to come and enjoy Sedayu City. Sedayu City also provides Instagrammable photo spots and a very relaxing environment for people to hangout and enjoy its culinary.

3.1.1 Layout of Shop

This will be the estimated layout of Pasta Ball's location as a tenant in Gading Festival, Sedayu City:

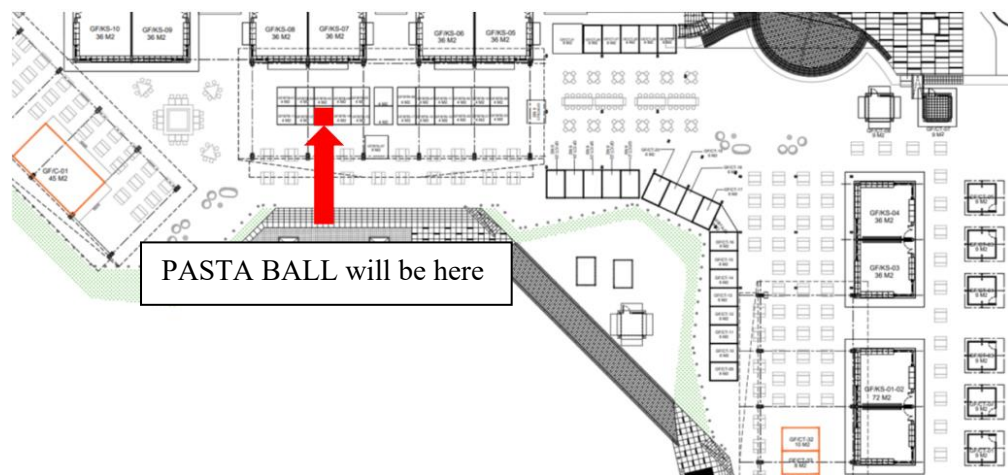


Figure 3.2 Sedayu's Layout

Below is an example of a depiction of how the Pasta Ball tenant will look like in Sedayu City:

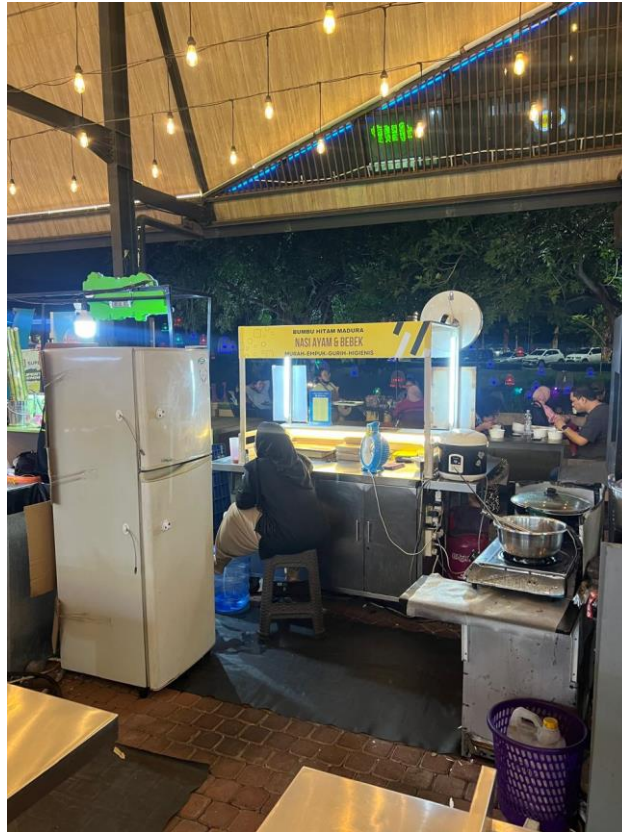


Figure 3.3 Tenant's Visual

3.2 Manufacturing/Service Methods

3.2.1 1. Opening Procedures (2:00 PM – 3:00 PM)

Staff Involved: 2 staff (cook & cashier)

General Setup:

1. Turn on lights, fan, and equipment (fryer, stove, warmer).
2. Clean and sanitize the tenant area.
3. Set up product display and restock packaging.

Kitchen Preparation:

1. Prepare ingredients using FIFO system.
2. Reheat sauces and precook any necessary fillings.
3. Ensure cooking tools (pans, spatulas, utensils) are clean and ready.

Cashier Setup:

1. Turn on the POS system.
 2. Check daily inventory and prep for delivery apps.
 3. Organize petty cash and payment tools.
2. Daily Operations (3:00 PM – 10:00 PM)

Kitchen Duties:

1. Cook Pasta Balls and other dishes per standardized recipes.
2. Maintain hygiene and food quality throughout service.
3. Monitor stock and report low ingredients to the owner.

Cashier Duties:

1. Handle payments from walk-in and online customers.
2. Manage delivery orders from apps (GoJek, Grab, ShopeeFood).
3. Record sales data and assist in kitchen when needed.

Customer Service:

1. Greet and serve walk-in customers quickly.
2. Provide product recommendations and upsell combos.
3. Monitor feedback and address customer concerns.

3. Closing Procedures (10:00 PM – 11:00 PM)

Staff Involved: All 2–3 available staff

Kitchen Cleanup:

1. Turn off equipment and deep-clean kitchen surfaces.
2. Store ingredients properly (refrigerate perishables).
3. Wash all utensils and sanitize prep areas.

Tenant Cleanup:

1. Tidy up and mop floors, wipe down all surfaces.
2. Restock for next day if needed (sauces, packaging, utensils).

Cashier Duties:

1. Reconcile cash and digital transactions.
2. Record end-of-day inventory and note any issues.
3. Secure POS and tenant equipment.

3.3 Supplies and Suppliers

Describe the supplies and suppliers that are important in the product manufacture and services.

Table 3. 1 Equipment & Appliances List

No.	Supply	Supplier
Packaging		
1.	Packaging Box (Paper Rice Box)	kertaspackagingindonesia, Shopee
2.	Packaging Sticker	K-Print, Kelapa Gading
3.	Spork (Spoon & Fork)	Mudaplas, Tokopedia
4.	Packaging Sheet	kertaspackagingindonesia, Shopee
Facilities Needed		
5.	CCTV	Station CCTV, Tokopedia
6.	Laptop	HP
7.	Handphone	iPhone
8.	Cooking Gas Tank	Elpiji
9.	Cart/Wagon	Pusat Meubel Interior, Tokopedia
10.	Trash Bin	Ace Hardware, Kelapa Gading
Furniture and Kitchenware		
11.	Spatula	Masterhome official, Tokopedia
12.	Showcase food warmer & display	Pamosroom Living, Tokopedia
13.	Portable stove	Cellis Hardware, Tokopedia
14.	Cooking pan	Carefthe
15.	Mini Fridge	V king Official, tokopedia
16.	Whisk	Carefthe
17.	Kitchen utensils	Carefthe
18.	Digital food scale	Diamond, Kelapa Gading
19.	Cutting Boards	Diamond, Kelapa Gading
20.	Knives	Diamond, Kelapa Gading
21.	Mixing Bowls	Diamond, Kelapa Gading
22.	Measuring Cup and Spoon	Diamond, Kelapa Gading
23.	Kitchen Scales	Diamond, Kelapa Gading
24.	Spatula	Diamond, Kelapa Gading
25.	Whisk	Diamond, Kelapa Gading
26.	Peeler	Diamond, Kelapa Gading
27.	Tray	Diamond, Kelapa Gading
28.	Napkin or Paper Towels	Diamond, Kelapa Gading
29.	Cleaning Chemicals	Diamond, Kelapa Gading
30.	Cleaning Equipment	Diamond, Kelapa Gading
31.	All Food Ingredients	Local Traditional Market, Kelapa Gading

3.4 Control Procedures

Below are the Standard Operating Procedures (SOP) for Pasta Ball:

1. Purchasing:

Activity: Identify reputable suppliers for fresh and quality ingredients.

Procedure:

1. Regularly liaise with suppliers to ensure a steady supply of pasta, fillings, and dipping sauce ingredients.
2. Compare prices, quality, and delivery schedules from different suppliers.
3. Place orders based on anticipated demand while considering shelf life and freshness.
4. Employees would be told to package the goods using the first-in, first-out (FIFO) approach to cut down on waste.

2. Receiving:

Activity: Accept and inspect deliveries of ingredients.

Procedure:

1. Ensure that all delivered items match the order and meet quality standards.
2. Check for freshness, expiration dates, and any damage during transportation.
3. Record received quantities in the inventory log.

3. Storage:

Activity: Properly store ingredients to maintain freshness.

Procedure:

1. Organize storage to prevent cross-contamination and facilitate easy access.
2. Rotate stock to use older ingredients first.
3. Monitor inventory levels and reorder as needed.

4. Production:

Activity: Prepare and cook PASTA BALL.

Procedure:

1. Follow standardized recipes for consistency.

2. Ensure cooks are trained on hygiene and safety practices.
3. Maintain a clean and organized cooking area.
4. Regularly inspect equipment for proper functioning.

5. Packaging:

Activity: Package PASTA BALL for presentation and delivery.

Procedure:

1. Use standardized packaging materials to maintain brand consistency.
2. Implement quality checks to ensure correct quantity and appearance.
3. Clearly label products with date and any allergen information.

6. Delivery:

Activity: Arrange for timely and efficient deliveries.

Procedure:

1. Plan delivery schedules to match peak hthes.
2. Ensure proper packaging to maintain product quality during transportation.
3. Assign responsibility for delivery or coordinate with a third-party service.

7. Presentation:

Activity: Set up the tenant for an appealing presentation.

Procedure:

1. Maintain a clean and inviting tenant appearance.
2. Regularly restock the display to ensure a visually appealing presentation.
3. Use signage to highlight key offerings and promotions.

8. Sales:

Activity: Serve customers and process transactions.

Procedure:

1. Train sales and marketing personnel on product knowledge and customer service.
2. Implement a cash handling policy for accuracy and security.
3. Enctheage upselling through promotions or combo deals.

9. Daily Closing:

Activity: Ensure proper closing procedures for the tenant.

Procedure:

1. Thoroughly clean and sanitize workstations, utensils, and equipment.
2. Inventory Check:
3. Conduct daily inventory checks and record any discrepancies.

Day-to-Day Activities:

Morning Routine:

1. Check inventory levels.
2. Plan production based on anticipated demand.

Throughout the Day:

1. Regularly check product quality and appearance.
2. Ensure cleanliness and hygiene in the cooking and serving areas.
3. Monitor stock levels and restock as needed.

Closing Routine:

1. Conduct an end-of-day inventory check.
2. Clean and sanitize all equipment and surfaces.
3. Plan and prep for the next day.

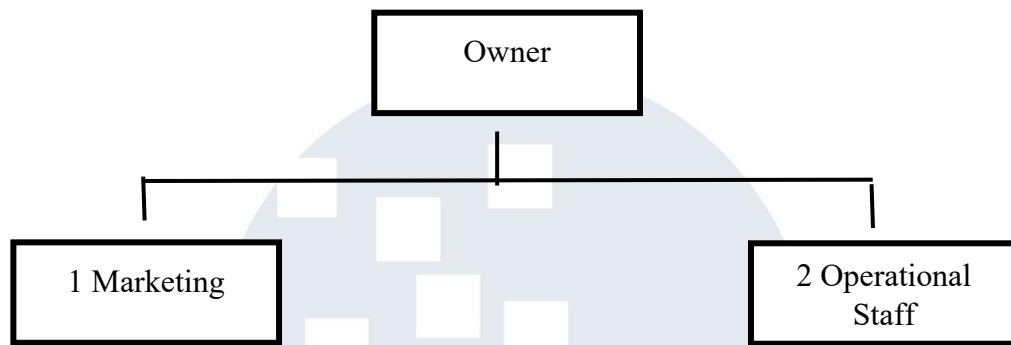
This SOP provides a foundational framework for the day-to-day operations of PASTA BALL' tenant. It will be regularly updated based on feedback and changing circumstances.

3.5 Staffing

Pasta Ball will have 1 operational staff ideally for each day on the weekend, there will be 2 operational staff who will come to work in different days during the weekdays except for Friday. These 2 operational staff will be a cook and a cashier as well during the shift when they are alone. The owner believes that at least 2 staff are needed during peak hours which usually starts around 6 pm from Friday-Sunday, and to be cost-efficient, the owner himself would help the team and also guide them during the process as well. Sales & Marketing's job is to boost the promotion and also focus on strategies that can be done to

improve the product and advertising. They will also control and utilize the social media and delivery applications as well to better promote the products.

Table 3. 2 Pasta Ball Organizational Diagram



The owner will be able to help the marketing as well as he has a background in editing and managing a business's social media. The owner will focus on figuring out the data about the income and outcome of the business and will also be the purchasing which involves buying the ingredients, buying the equipment, making sure everything is in order, and taking care of rent.

1. Schedule

Below is the estimated schedule that the owner plans to use for PASTA BALL:

Table 3.3 Pasta Ball Working Schedule

No.	Position	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
1	Operational 1	15.00 - 22.00		15.00 - 22.00		16.00- 23.00	16.00- 23.00	16.00- 23.00
2	Operational 2		15.00 - 22.00		15.00 - 22.00	16.00 - 23.00	16.00- 23.00	16.00- 23.00
3	Owner (Flexible)	Flexible						
4	Marketing (Flexible)	Flexible						

1. Number of staff: 4 persons (including owner)
2. Positions: Owner (cook & finance), operational (2 person), Sales and marketing (1 person)

2. Salary

Table 3.4 Staff Salary

Staff Position	Number of Staff	Monthly Salary (IDR)	Total Monthly Salary (IDR)
Operational	2	2.000.000	4,000,000
Marketing Staff	1	2.200.000	2.200.000
Total	3		6,200,000

Notes:

1. Marketing staff receive a higher salary of IDR 2.200.000 per month due to the skill needed and the research needed to keep the brand identity alive.
2. Cooking staff receives a salary of IDR 2.000.000 per month due to having only 2 days off per week.

Full-time employees are expected to work 5 days a week, according to their schedule hthes, they will work around 7 hthes per day.

Staffing will consist of a small but efficient team, including two operational staff, a sales & marketing staff, and the owner, who will also assist in cooking and operations and in handling the finance and purchasing side of the business. Scheduling is planned to optimize performance during peak hthes, especially weekends, while maintaining cost efficiency.