

CHAPTER III

OPERATIONAL PLAN

3.1 Location & Facilities

Tea Tales will develop the business in Bandung, Indonesia. Bandung is known for its culinary landscape and sincere appreciation of artisanal beverages. Tea Tales finds its location within The Hallway Space, a creative hangout space in Bandung that is strategic and visited by random people.

The Hallway Space is 1,400 square meters of land and accommodates 500 spaces for shops, it's perceived by people as a place for creativity, interaction, brainstorming, and knowledge sharing. It serves as a valuable platform for millennials, offering opportunities to promote and appreciate the work of creative communities. Currently, 70 shops are operated with 52 tenants actively involved, featuring a diverse range of offerings. Among these, 20 shops cater to food and beverages, 25 to fashion outlets, while the remaining spaces are for art exhibitions and office areas. Each shop in The Hallway Space is thoughtfully curated with various themes such as lifestyle needs, hobbies, culinary delights, and coffee lining up from the entrance.



Figure 3.1 Tea Tales Location

e. Location and facilities

This section will offer an insight into its design functionality. Through detailed floor plans and elaborate explanations, readers will gain an understanding of the strategic placement of every element within the

establishment. Each aspect has been thoughtfully considered to optimize customer experience and operational efficiency.



Figure 3.2 Tea Tales Store Front Layout

1. Standing Small Chalkboard: Positioned near the entrance as a promotional tool. It allows Tea Tales to display flyers, announcements, or information about special offers, events, or featured beverages for the day.
2. Tea Tales Logo on Top of the Window: Positioned above the window as the primary signage for the store. It is designed to be eye-catching and easily recognizable, featuring Tea Tales' watermark.

The use of a chalkboard offers flexibility in updating content regularly, engaging passersby with the offers or messages, and inviting them to step inside and explore Tea Tales' offerings. Moreover, the elevated placement of the signage ensures visibility from a distance, attracting the attention of casual visitors passing by the storefront.



Figure 3.3 Tea Tales Store Floor Plan

1. Entrance: The entrances serves as the gateway for customers to enter the Tea Tales store.
2. POS System/Cashier: Positioned strategically near the entrance, the point-of-sale (POS) system and cashier area facilitate transactions for customers.
3. Bar Counter: The center point of the store, where Tea Tales' bartenders craft and prepare beverages. With comfortable seating arrangement along the bar counter to facilitate close interaction between guests and the bartender. This setup encourages personalized interactions and allows guests to observe the beverage crafting process up close.
4. Mixology Tools: Within the bar counter area, for mixing the tea mocktails.
5. Electric Gooseneck Kettle: Used for heating water to precises temperatures, for brewing tea.
6. Tea Dripper: Brewing individual cups of tea blend using the pour-over technique.
7. Sink: For cleaning and rinsing utensils, glasses, and other equipment used during operational.
8. Mini Fridge: Stores perishable ingredients, ensuring the ingredients remain chilled and readily accessible during beverage preparation.
9. Shelves: Shelves display Tea Tales' featured ingredients as showcase and informational materials to enhance the ambiance and educate customers about Tea Tales' offerings.

10. Trash Bin: For disposing of waste and used materials, helping to maintain cleanliness within the store.

Tea Tales' store floor plan is thoughtfully designed to optimize workflow efficiency, enhance customer engagement, and create a cozy and welcoming atmosphere.



Figure 3.4 Inside of Tea Tales Store Layout
source: Author

The seating capacity of the slow bar with a seating capacity of only 5 customers creates a compact and intimate layout, designed to maximize interaction between the bartender and guests. The design of the slow bar incorporates elements such as warm lighting, natural materials, and minimalist decor to give a sense of relaxation. Moreover, attention to detail to a balanced room temperature, welcoming aroma upon entering the store, and carefully selected background music, all contribute to enhancing guest comfort and boosting their emotions throughout their visit.

Despite its small size, the slow bar layout is efficient and functional, with the bartender positioned at the center to easily attend to guests seated around the counter. The limited bar counter seating capacity ensures that each guest receives attentive service and the opportunity to engage with the bartender.

3.2 Manufacturing/Service Methods

Before opening the slow bar, the owner conducted several experiments to develop a standardized recipe for the beverage. Through the exploration of various ingredient combinations and recipe adjustments, and finalizing the optimal one before offering it to customers. These tried-and-tested recipes afterward act as the standard for maintaining consistency in product quality.

SERVICE FLOW

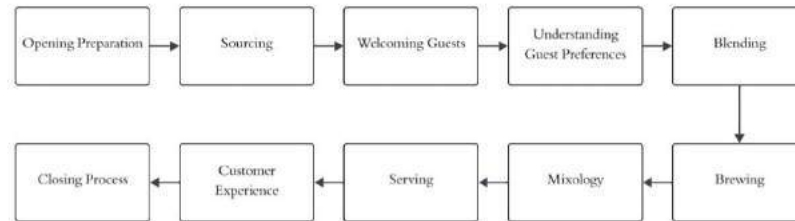


Figure 3.5 Tea Tales Service Flow

Service Methods

1. Opening Preparation

Staff begins by cleaning the bar area, prepping ingredients, setting up equipment, and checking inventory.

2. Sourcing

Each ingredient passes through quality control check to ensure freshness.

3. Welcoming Guests

Guests are warmly greeted upon arrival. Bartenders introduce the concept of the slow bar and create a welcoming atmosphere.

4. Understanding Guest Preferences

Guests are invited to share their flavor preferences through a brief form or casual conversation. Based on this, bartenders offer tailored recommendations to enhance the personal connection and overall experience.

5. Blending

Bartenders carefully combine various tea leaves, florals, and other ingredients to match guest's preference and create a balanced tea blends that deliver excellent taste and aroma.

6. Brewing

The tea blend is brewed with precise time and temperature settings to ensure maximum flavor and quality.

7. Mixology

Bartenders blend the brewed teas with complementary ingredients such as flavorings, fruits, and herbs to make tea mocktails.

8. Serving

Drinks are served in a glassware, bartender will share the story behind the blend, enriching the slow bar experience.

9. Customer Experience

Bartenders engage with guests to build a cozy space for conversation and relaxation.

10. Closing Process

At closing time, staff clean all equipment and surfaces, store leftover ingredients properly, restock supplies, and log the day's sales. The bar is secured and prepped for the next service.

3.3 Supplies and Suppliers

Table 3. 1 Equipment & Appliances List

No.	Supply	Qty	Units	Supplier
1	Paring Knife	1	pcs	Ikea
2	Cutting board	1	pcs	Ikea
3	Tea dripper	3	pcs	Shopee
4	Cocktail shaker	2	pcs	Mutiara Super Kitchen
5	Bar spoon	3	pcs	Mutiara Super Kitchen
6	Jigger	2	pcs	Mutiara Super Kitchen
7	Garnish tong	1	pcs	Mutiara Super Kitchen
8	Cocktail strainer	2	pcs	Mutiara Super Kitchen
9	Mixing glass	3	pcs	Mutiara Super Kitchen
10	Muddler	1	pcs	Mutiara Super Kitchen
11	MOKA POS	1	pcs	Tokopedia

12	Trash bin	1	pcs	Shopee
13	Galon	1	pcs	Ron88
14	Electric Gooseneck Kettle	1	pcs	Shopee
15	Mini Fridge	1	pcs	Shopee

3.4 Control Procedures

1. Standard Operating Procedures for Production:
 - a. Begin each shift by conducting an inventory check of all ingredients, including tea leaves, fruits, herbs, syrups, and garnishes.
 - b. Follow standardized recipes and guidelines for preparing each beverage, ensuring consistency in taste and preparation.
 - c. Brew tea leaves according to recommended brewing times and temperatures to achieve optimal flavor.
 - d. Prepare fresh fruit garnishes, syrups, and other ingredients as needed.
 - e. Regularly inspect ingredients for freshness and quality.
 - f. Taste-test beverages periodically to ensure they meet quality standards before serving.
2. Standard Operating Procedures for Dine-In Service:
 - a. Greet customers warmly and guide them to an available seating area.
 - b. Provide customers with menus showcasing Tea Tales' unique beverage offerings, highlighting specials or featured drinks.
 - c. Present the guest preferences form, allowing customers to note specific preferences (e.g., sweetness level, flavor intensity, and dietary restrictions).
 - d. Take customer orders, offering recommendations or assistance as needed based on the information from the guest preferences form.
 - e. Prepare beverages according to customer preferences and specifications.
 - f. Monitor seating regularly to ensure they are clean and well-maintained, clearing empty glasses promptly.

- g. Engage in friendly and attentive interactions with customers, answering questions and providing information about the beverages and ingredients.
 - h. Present the bill to the customers in a timely manner
 - i. Thanking customers for their visits.
3. Standard Operating Procedures for Takeaway Service:
- a. Monitor incoming orders on the GoFood or ShopeeFood platform regularly.
 - b. Accept orders promptly and confirm availability of items in real-time.
 - c. Review the order details and prepare beverages according to customer preferences and specifications.
 - d. Follow standardized recipes and guidelines to ensure consistency in taste and presentation.
 - e. Package beverages securely in bottled packaging, ensuring that lids are tightly sealed to prevent spills during delivery.
 - f. Include napkins and straws in each order, presented neatly and attractively.
 - g. Prepare takeaway orders efficiently, prioritizing speed to minimize wait times for customers.
 - h. Notify customers promptly when their orders are ready to pick-up.
 - i. Complete transactions accurately on the online ordering platform, including order status and confirming delivery with the customer
 - j. Collecting payment through the platform.

3.5 Staffing

Table 3. 2 Staffing Details

In considering the staffing needs for Tea Tales, it is essential to

No.	Position	Staff	Salary	Working Hours	Daily Schedule
1	Owner	1	Rp 2.500.000,00	Flexible	Flexible
2	Operational Team (Bartender)	3	Rp 1.500.000,00	Morning Shift: 10 AM - 4 PM Afternoon Shift: 4 PM - 10PM	Six days per week

acknowledge the scale of the business as a small slow bar. With a smaller operation,

the chance of fluctuating orders is minimized, which made Tea Tales have a smaller team. Additionally, as the owner of Tea Tales, the owner will actively involve in the day-to-day operations effectively serving as an additional staff number and handling the sales and marketing. This not only ensures that all standards are optimal but also helps to minimize salary expenses.

To maintain Tea Tales' brand identity and deliver the personalized service, staff recruitment will follow specific criteria. Prospective team members must demonstrate strong interpersonal communication skills, an interest in tea culture, and the ability to engage customers through storytelling. These qualities are essential for supporting the slow bar concept and enhancing the overall customer experience.

Once recruited, each team member will have a structured training program led by the owner. The training will cover several key areas, including:

- a. Delivering personalized service and storytelling for each menu item
- b. Tea knowledge and preparation methods, specifically the batch cold brew process
- c. Customer engagement and service etiquette
- d. Brand communication
- e. Marketing assistance and event support
- f. Handling POS systems and sales reporting

During peak seasons when demand increases, Tea Tales will enlist the assistance of daily workers. These individuals will be hired temporarily, typically during peak hours or when the workload exceeds the capacity of our regular staff. Each daily worker will be compensated at a rate of Rp 100.000,00 per day for 8 hours of work. Although not permanent team members, they will receive brief onboarding to ensure they understand the service standards and support core operations effectively. This approach allows us to effectively manage fluctuations in demand while ensuring that our staffing costs remain reasonable and sustainable for our small business type.

By strategically balancing our staffing resources and implementing a selective hiring practices and investing in team training, Tea Tales can efficiently

meet customer demand and maintain operational efficiency, even during periods of raising activity. This staffing enables the owner to adapt to changing circumstances while continuing to deliver exceptional service to Tea Tales' customers.

ORGANIZATIONAL STRUCTURE

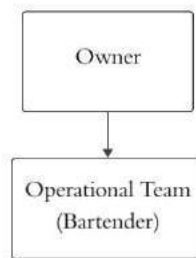


Figure 3.6 Organizational Structure

Job Descriptions

1. Owner

a. Staff Management & Development

- 1) Recruit and select team members who align with the brand's values and service standards.
- 2) Conduct training programs focused on personalized service and storytelling.
- 3) Manage staff scheduling to ensure efficient coverage during business hours.

b. Operations & Quality Control

- 1) Oversee daily business operations from preparation to service to ensure smooth workflow.
- 2) Monitor product quality and consistency to maintain customer satisfaction.
- 3) Ensure all activities align with the brand's identity and slow bar concept.
- 4) Manage vendor and supplier relationships to ensure timely procurement of high-quality ingredients and materials.

c. Product Innovation

- 1) Lead the development of tea blends and beverages to stay relevant and creative.

- 2) Use customer feedback and market trends as input for continuous improvement.

d. Sales & Marketing Leadership

- 1) Develop and implement marketing strategies that promote brand awareness and customer engagement.
- 2) Manage the company's social media presence, including content creation and follower interaction.
- 3) Build and maintain partnerships with distributors, online ordering platforms, and potential clients to expand sales channels.

e. Financial Management

- 1) Handle budgeting, forecasting, and financial reporting.
- 2) Monitor financial performance to ensure profitability and sustainability of the business.

2. Tea Mixologist (Bartender):

- a. Prepares and serves tea mocktails according to customer preferences: Crafts and serves tea-based mocktails tailored to individual customer tastes and preferences, ensuring a personalized experience.
- b. Maintains cleanliness and organization of the bar area: Keeps the bar area clean, organized, and stocked with supplies to provide efficient and hygienic service.
- c. Provides recommendations and suggestions to customers: Offers expert advice and recommendations on tea mocktail options, assisting customers in making informed choices based on their preferences.
- d. Stays updated on tea trends and new flavor combinations: Keep updated with the latest trends and developments in the tea industry including new flavors, ingredients, and brewing techniques, to enhance the menu offerings.
- e. Provide expertise on different tea varieties, flavors, and brewing techniques: Possesses in-depth knowledge of various tea varieties, flavor profiles, and brewing methods, enabling them to educate customers and provide guidance on selecting teas.

- f. Assists customers in selecting teas and mocktail combinations: Guide customers through the menu, providing information on tea options and suggesting suitable mocktail combinations to meet their preferences and tastes.

