

CHAPTER III

OPERATIONAL PLAN

3.1 Location & Facilities

Maddie Bakes is planning to start its operational business at the owner's house located in the Gading Serpong area at the Scientia Residence in Tangerang. The strategic location of the business is crucial for its growth, as it is situated near campuses, malls, offices, schools, and residential areas, making it easily accessible to the target market which is primarily individuals aged 15-40 years old.



Figure 3. 1 Location of Maddie Bakes

Source: Author Data

3.2 Manufacturing/Service Methods

Before finalizing the product, the owner of Maddie Bakes conducts several tests that are used to create standard recipes and tasty recipes before producing the products in mass. The owner producing the madeleine takes 3 months to Research and Development (RnD) the recipe. The owner of Maddie Bakes tests a different variation of the recipe until it comes up with the best one and the best one is used to sell to the customers. These tester recipes thus become the standardised quality of the products of Maddie Bakes. Maddie

Bakes implements strategies such as effective financial management, including scheduling invoices to be paid before expenses are due and maintaining a cash reserve to cover unexpected expenses to mitigate the effects of negative cash flow.

3.3 Staffing

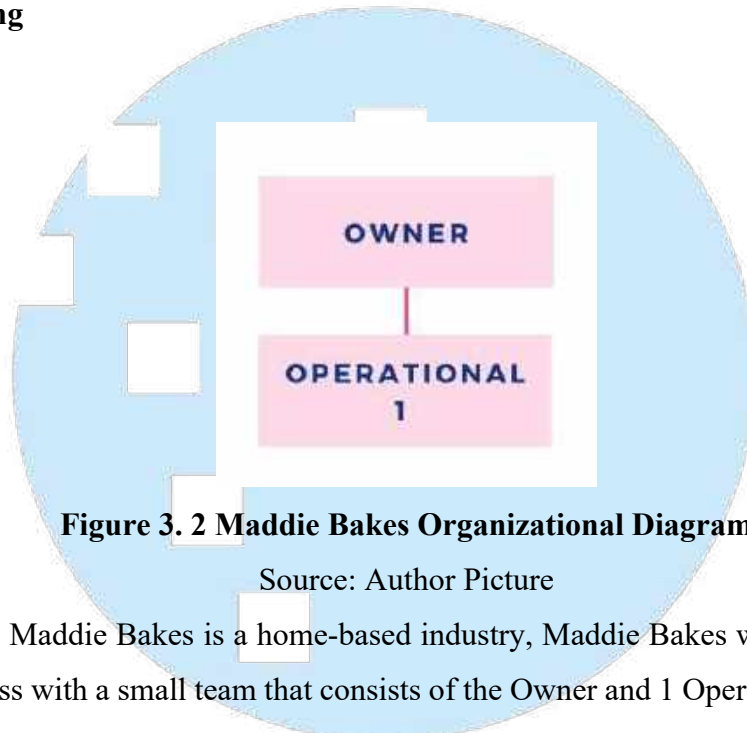


Figure 3. 2 Maddie Bakes Organizational Diagram

Source: Author Picture

Maddie Bakes is a home-based industry, Maddie Bakes will start the business with a small team that consists of the Owner and 1 Operational staff and hopefully, it can become bigger in the future.

Operational Staff Requirements:

- a. Women
- b. Age 19-25.
- c. Minimum degree of SMK/D3 Hospitality.
- d. Has interest and experience in Pastry and Bakery.
- e. Know the basic technique of baking.

Operational Staff:

- a. Assisting in the preparation and baking of products.
- b. Ensuring food safety and hygiene standards are met.
- c. Packaging and labelling products.
- d. Maintaining a clean and organized work environment.

- e. Assisting with inventory management.
- f. Assisting with deliveries and customer service
- g. Assisting with administrative tasks.

Salary

The salaries for the Operational Staff of Maddie Bakes will be Rp. 2.300.000 per month, based on an agreement made during the recruitment process. As a new and small business, Maddie Bakes will provide this salary range to its staff members.

3.3.1 Manufacturing and Packaging Standard Operating Procedure

1. Operational Protocols

- a. Ensure all the ingredients are stored properly to maintain the freshness and quality.
- b. The staff need to wash their hands repeatedly using hand sanitizer or anti-bacterial soap.
- c. The staff is choired to wear a hair to prevent hair falling to the food and to prevent food contaminations. Also, the staff have to wear apron, plastic mouth mask, and hand gloves.
- d. Direct contact with food is going to be handled by limited staff.

2. Packaging Procedures

- a. Carefully place the madeleines into the packaging, ensuring staffs are securely held in place.
- b. Seal the packaging with an appropriate method, such as tape, to prevent air from entering and preserve the freshness of the madeleines.
- c. Apply any necessary labelling information, such as the product name, ingredients, and expiration date, to the packaging.
- d. Store the packaged madeleines in a cool, dry place to prevent damage.

3.3.2 Operational Flow

Table 3.1 Workflow Chart Maddie Bakes

Step	Process Stage	Description	Responsible Person
1	Order Taking	Customer places order (online, phone, or in-store).	Owner
2	Order Confirmation	Confirm order details: product, size, quantity, delivery/pickup date.	Owner
3	Payment	Collect full or partial payment.	Owner
4	Recipe Preparation	Gather recipes and check production schedule.	Operational staff
5	Ingredient Check	Check and prepare required ingredients.	Operational staff & owner
6	Baking	Bake the required product(s) according to specifications.	Operational staff & owner
7	Cooling & Quality Check	Let items cool and inspect for defects.	Operational staff
8	Decorating / Finishing	Decorate as per design/theme (e.g. piping, fondant, writing).	Operational staff & owner
9	Packaging	Pack items securely for delivery or pickup.	Operational staff
10	Final QC	Final quality check before handoff.	Operational staff
11	Delivery / Pickup	Deliver to customer or prepare for pickup.	Operational staff
12	Feedback Collection	Optional: follow up with customer for feedback.	Operational staff

The products of Maddie Bakes can be ordered and handled online, Maddie Bakes will provide the guides for the process of distribution.

1. Customers can place orders for Maddie Bakes products on social media platforms such as Instagram. Customer can communicate via direct message or WhatsApp, with the phone number provided on the Instagram account.
2. Customers are directed to a form to fill out if customer wish to place an order. The form includes fields for:
Names
Address

Phone Number

Order

Quantity of order

Delivery date

3. Maddie Bakes staff will inquire about the payment method and delivery service. If the customer orders via WhatsApp or direct message, Maddie Bakes will collaborate with online delivery services.
4. Staff will provide the total order amount and bank account details for payment.
5. Customers must complete the payment before the order is processed to ensure their purchase.
6. After payment is completed, the order is processed.
7. Staff must record and update every purchase order in notes to track products sold and calculate revenue.
8. Staff must pack the order and send it promptly to the customer, providing delivery order information.
9. Staff must ensure the package arrives safely in the customer's hands and ask for feedback or complaints.

3.4 Supplies and Suppliers

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

Table 3. 2 Equipment & Appliances List

APPLIANCES			
No.	Categories	Specification	Supplier
1.	Oven	Oxone 18 Liter OX-858	ACE Hardware
2.	Refrigerator	Sharp SJ-X185M Red	ACE Hardware
3.	Balloon Whisk	Maxim Stainless Whisk	Shopee
4.	Mixing Bowl	Stainless Large Bowl	ACE Hardware
5.	Spatula	Maxim Silicone Spatula	Shopee
6.	Scaler	Electric Digital Scale	Shopee
7.	Strainer	Maxim Mesh Strainer	Shopee

8.	Spoon	Maxim Stainless Spoon	Shopee
9.	Napkin	Microfiber Napkin	Shopee
10.	Piping Bag	Plastic Sejahtera	Shopee
FURNITURE			
No.	Categories	Specification	Supplier
1.	Table	Krisbow Table	ACE Hardware
2.	Chair	Krisbow Chair	ACE Hardware
PACKAGING			
No.	Categories	Specification	Supplier
1.	E-mailer Box	Corrugated Material	CustomBox
2.	Plastic	Snack Packaging	Shopee
3.	Thank You Card	Printed	Pigma
RAW MATERIALS			
No.	Categories	Specification	Supplier
1.	Eggs	-	Hypermart
2.	Sugar	Gulaku	Hypermart
3.	Salt	Dolphin	Hypermart
4.	Honey	Dari Bumi Madu	Shopee
5.	Vanilla Essence	Toffieco	Shopee
6.	Mint Essence	Toffieco	Shopee
7.	Rose Essence	Diva	Shopee
8.	Cocoa Powder	Barry Callebaut	Shopee
9.	Matcha Powder	Sisirup	Shopee
10.	Earl Grey Tea	Rumah Seduh	Shopee
11.	Cake Flour	Tepung Kunci	Shopee
12.	Almond Powder	Minimarket Vegan	Shopee
13.	Baking Powder	Hercules	Shopee
14.	Unsalted Butter	Anchor	Shopee
15.	Lemon Juice	Dari Bumi Sari Lemon	Shopee
16.	White Chocolate Compound	Van Houten	Shopee
17.	Dark Chocolate Compound	Van Houten	Shopee

3.5 Control Procedures

Maddie Bakes focuses on producing Madeleine as its primary product. Maddie Bakes will provide separate rooms for storing Maddie Bakes products madeleine and ingredients to maintain hygiene. These rooms are specifically prepared and separated to ensure product cleanliness. Maddie Bakes offers

ready-stock products, and the storage method used is First In First Out (FIFO) to minimize food waste.

