

CHAPTER III

OPERATIONAL PLAN

3.1 Location

Frost & Flour is planned to be established in Gtown, Gading Serpong, as the area is considered highly suitable for ice cream-based products. The location has been selected due to its rapidly growing development and the presence of a target market that aligns with the product's demographic appeal. The introduction of Frost & Flour is expected to initiate a new dessert trend in the region, especially with its unique ice cream concept that has not yet been widely offered. As a dessert product, it is anticipated that Frost & Flour will attract strong consumer interest, making Gading Serpong a strategic choice to support the brand's growth and visibility.

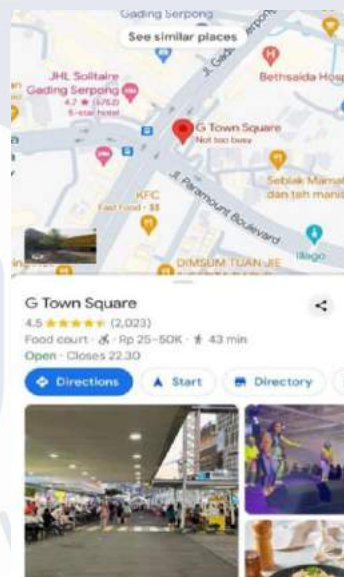


Figure 3.1 Location
(Source: google.com)

3.2 Operational Flow

Here is the operational flow of Frost and flour products:

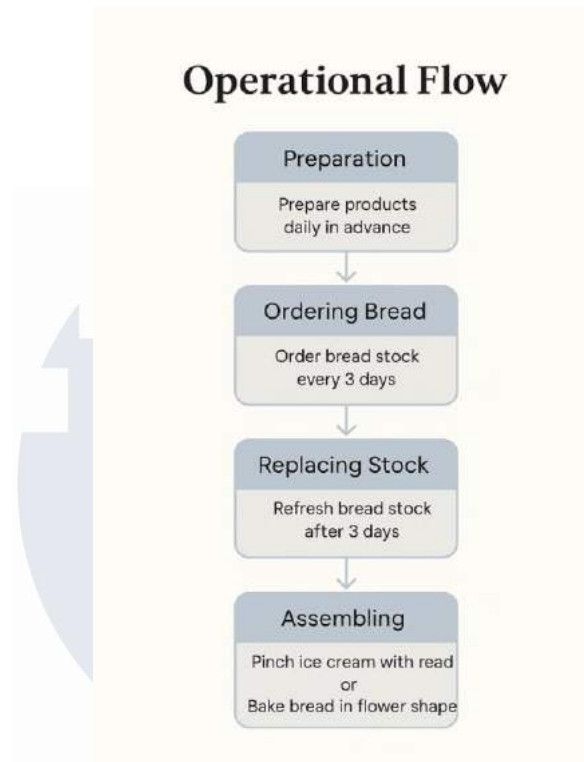


Figure 3.2 Operational Flow
(Source: Writer's Data)

The operational flow of Frost & Flour consists of four main stages. First, daily product preparation is carried out in advance to ensure readiness. Second, bread stock is ordered every three days to maintain freshness. Third, the existing bread stock is replaced after three days as part of the quality control routine. Finally, the assembling process involves either pinching the ice cream with bread or baking the bread into a flower shape for presentation, completing the product assembly before serving.

3.3 Supplies and Suppliers

Here are the supplies and suppliers which are important in product manufacture and services of Frost & Flour:

Table 3.1 Facilities List

No.	Facilities	Qty	Units	Supplier
1	Refrigerator	1	Pcs	LG
2	Tab for cashier	1	Pcs	Samsung
3	Chair	3	Pcs	Lion Star
4	Standing mixer	1	Pcs	Oxone
5	Stove	1	Pcs	Rinnai
6	Bread pan	2	Pcs	Kris
7	Ice cream scoop	5	Pcs	Shoppe store
8	Ice cream gastronom	4	Pcs	Shoppe store
9	Scale	2	Pcs	TaffWare
10	Table	2	Pcs	Lion Star
11	Portable booth	1	Pcs	Juragan gerobak 21

3.4 Control Procedures

To maintain the consistency in quality, Frost & Flour has several SOP as follows:

1. Maintain consistent cash management

In this case, as an entrepreneur, whether large or small scale, money is crucial. Has a big role in the sustainability of a business. Money itself can also be a threat to the company when it is not managed properly. Managing business finances can be like separating personal money and business money, so it can manage company needs and personal needs. Record all financial transactions within the company, both outgoing and incoming transactions, to avoid losing budget. Use the company budget as wisely as possible, only use it for important needs.

2. Inventory controls

As entrepreneurs must be able to manage our product stock. To reduce the occurrence of loss or damage to stock which can cause losses to the company. It can start by recording all future order forecasts so can know how much product stock have to prepare. Use old product stock rather than new so that use the up old stock first to reduce stock damage due to expiration. Record all the stock to reduce stock loss.

3. SOP controls.

To reduce human error in every transaction practice or product manufacturing process, a clear SOP is needed for the smooth running of the business (Armielia et al., 2023). There will be SOP for the product and SOP for the manufacturing, SOP for Frost & Flour Ice Cream Storage:

- a. Store ice cream at -18°C or below.
- b. Make sure the freezer is tightly closed every time it is opened.
- c. If thawing occurs, do not refreeze the product, it must be discarded.

Manufacturing SOP:

- a. Prepare milk, whipped cream powder, essence depending on the flavor of the menu want to make)
- b. Put them together into 1 bowl, stir in until it expands
- c. When it has risen, pour it into a container and let it sit in the freezer.
- d. Left in the freezer for at least 8 hours and for maximum results leave it for approximately 18 hours.

Packaging Process:

- a. Use food grade packaging
- b. Use the FIFO (First In First Out) system for product distribution.
- c. Close the packaging tightly and label it with the production date & expiration date.

Cleaning & Maintenance:

- a. Clean equipment (scoop, container, machine) with warm water and food grade soap every day.
- b. The freezer is cleaned at least once a week, making sure there is no frost buildup.
- c. Wipe work surface with disinfectant before and after production.

Product Serving:

- a. Prepare bread as a base for the ice cream later.
- b. After the ice cream was inside the bread put them together into the packaging.
- c. Provide garnish according to guest request then the product is ready to be served.

3.5 Staffing

3.5.1 Organizational Chart



Figure 3.3 Organizational Chart
(Source: Writer's Data)

Figure 3.3. shows a flat hierarchy of Frost & Flour with the Owner at the top, overseeing two key roles: The Social Media Admin and the Operational Staff. This streamlined structure allows for direct communication and efficient management, suitable for a small or start-up business.

Table 3.4 Staffing

Job position	Working Hours	Wages /Month (each)
Operational Staff	7 Hours (3PM -10 PM) Tuesday-Sunday	Rp.3.500.000
Social media account admin and marketing	7 Hours (3PM -10 PM) Tuesday- Sunday	1.500.000

Table 3.4 outlines the staffing plan for Frost & Flour, which includes two operational staff members and one social media account admin responsible for marketing. All staff are scheduled to work 7-hour shifts from 3 PM to 10 PM, Tuesday through Sunday. Each operational staff member receives a monthly wage of Rp 3.500.000, while the social media admin earns Rp 1.500.000 per month. This staffing structure ensures both production and promotional activities are managed consistently throughout the week.

3.5.2 Job description

Operational Staff:

- a) Prepare ice cream and bread according to daily recipes and quality standards.
- b) Maintain cleanliness and hygiene in the preparation and serving area.
- c) Monitor and manage ingredient stock, especially bread (refresh every 3 days).
- d) Assist in packaging, labeling, and handling customer orders.

Social Media Admin:

- a) Create engaging content (photos, videos, captions) for social media platforms.
- b) Promote products, offers, and new flavors through online channels.
- c) Monitor social media trends and suggest ideas to improve online presence.
- d) Respond to customer inquiries and comments online.

3.5.3 Job Requirement

Operational Staff:

- a) Basic food handling knowledge.

b) Attention to detail and cleanliness.

c) Teamwork and punctuality.

Social Media Admin:

a) Basic knowledge of social media (Instagram, TikTok, etc.)

b) Creative thinking and basic design/editing skills.

c) Teamwork and punctuality.

d) Good communication and writing skills.

