

## CHAPTER III

### OPERATIONAL PLAN

#### 3.1 Location

The location is in Paskal Food Market, Bandung. The reason behind this is that Bandung has chilly weather at night, and it is perfect for a warm and sweet snack. Paskal Food Market is a well-known street food area where people go there to enjoy the night vibe and eat snacks while strolling around. Bandung also has a lot of Korean enthusiasts, which is why Hochib is targeting those customers. Here is the rough sketch of the blueprint of the working area and the booth:

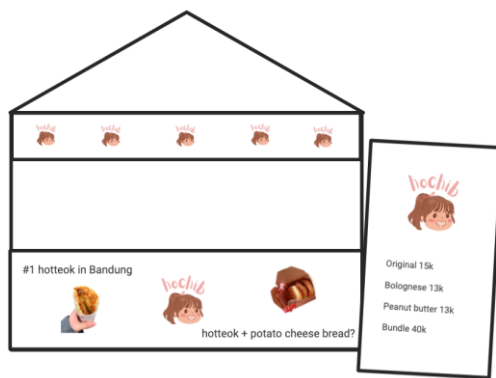


Figure 3. 1 Kiosk blueprint

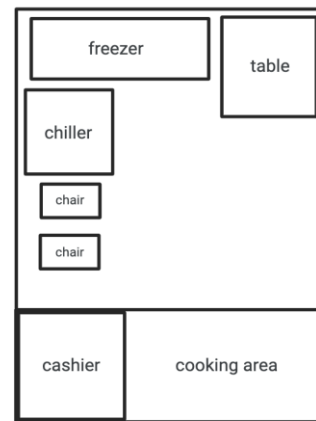


Figure 3. 2 Working area blueprint



Figure 3. 3 AI generated kiosk

### 3.2 Manufacturing/Service Methods

Before manufacturing the products, the owner will first test out different ways of the presentation and taste to ensure that Hochib will give the best to the customers. After having the fixed recipe and methods then the owner will train the staff and teach them the making steps and operational activities. The operational manufacturing will be:

#### 1. Briefing

Before the operational starts, the owner is going to do a briefing and discuss what needs to be done that day, and if there are anything important to keep an eye on. The owner will also share the goals for the day and give a word of appreciation to the staffs.

#### 2. Preparation

The preparation could be done the day before or before the shop opens. The preparation includes making the dough, preparing the toppings, cleaning the area, etc.

#### 3. Storage

Because Hochib has a fresh made product, most of the ingredients will be stored in a chiller and freezer after it has been prepared, so the next day the staff could immediately use it.

#### 4. Packing

The packaging for on hotteok will be on a paper cup, and for a bundle will be on a box.

#### 5. Selling

During the buying process, the hotteok will be made fresh in front of the customers and after receiving it the customer will have to pay to the cashier.

#### 6. Consumed

After obtaining the hotteok, the customers are advised to consume it immediately.

### 3.3 Supplies and Suppliers

Table 3. 1 Supplies needed

No.	Supply	Qty	Units	Supplier
1	Stove	1	pcs	Rinnai
2	Griddle pan	1	pcs	Shopee
3	Hotteok presser	2	pcs	Shopee
4	Mini chiller	1	pcs	GEA
5	Mini freezer	1	pcs	GEA
6	Sponge	1	pcs	Shopee
7	Cutting board	1	pcs	Shopee
8	Paring knife	1	pcs	Shopee
9	Bowl	3	pcs	Shopee
10	Rubber spatula	2	pcs	Shopee
11	Scale	1	pcs	Shopee
12	Kitchen cloth	5	pcs	Shopee
13	Cooking spatula	1	pcs	Shopee
14	Mop	1	pcs	Shopee
15	Broom	1	pcs	Shopee
16	Handphone	1	pcs	Shopee
17	Mini cooler box	3	pcs	Shopee

### 3.4 Control Procedures

For the opening team procedures the purchasing, receiving, and storage will be handled by one person to avoid miscommunications. Production and packaging will be done by the cooks and are guided by the owner. Presentation and sales will be done by the owner together with sales and marketing personnel.

### 3.5 Staffing

The opening team will consist of 5 members, the owner, three cooks who will also work as the cashier, as well as one sales and marketing personnel who will also be the purchasing personnel. The wage for the cooks will be 4.000.000/month and sales & marketing will be 5.000.000/month. Here are the daily schedules of the employees:

Table 3. 2 Daily schedules

No.	Positions	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	Cook 1	15.00 – 23.00		15.00 – 23.00	15.00 – 23.00		15.00 – 23.00	15.00 – 23.00
2	Cook 2		15.00 – 23.00	15.00 – 23.00		15.00 – 23.00	15.00 – 23.00	15.00 – 23.00
3	Cook 3	15.00 – 23.00	15.00 – 23.00		15.00 – 23.00	15.00 – 23.00	15.00 – 23.00	
4	Sales & Marketing	Flexible	Flexible	Flexible	Flexible	Flexible	Flexible	Flexible

As it was mentioned in the previous chapter, the job description of the owner is to be responsible for the overall business starting from getting the employees, training them, seeing the possibilities for the future, and enlarging the business. The cooks will be responsible for preparing the dough and filling, cooking when the order comes, being the cashier, and tidying up the kiosk. Sales and marketing will be responsible for the marketing of the business, holding the social media accounts, making content and as the purchaser they will be responsible for buying ingredients, data inventory, and making sure ingredients arrive.