

CHAPTER III

OPERATIONAL PLAN

3.1 Location

The location of MusuBite'S itself will be based in front of School or office building, but with the strategy of selling products, the exact location of MusuBite'S is in Alun Alun Pamulang, Living Plaza Pamulang and In front of Mater Dei School, but for example, MusuBite'S can sell its products in front of schools or parks, in this way MusuBite'S can be closer to consumers.



Figure 3.1 Alun alun Pamulang

(Source : <https://www.news.republika.co.id>)



Figure 3.2 Universitas Pamulang area

(Source : <http://www.campus.quipper.com0>)

The choice of place above is not without reason, the location selection is intended to make MusuBite'S more accessible to consumers and to simplify the purchasing process. The chosen area is a relatively busy location, which is expected to attract consumer interest and encourage them to try MusuBite'S products.

3.2 Manufacturing / Service Methods

The service provided is in the form of providing products directly to consumers by relying on innovation carts to be present in the community so that direct service and direct interaction between employees and consumers can improve relations between the two which can increase consumers for MusuBite'S. Apart from that, MusuBite'S will also present promotions or orders and services via online applications to expand consumers.

Below is an example of a flow chart from the start of sales to the completion of sales from MusuBite'S. This is done so that the sales process can be better monitored, especially since MusuBite'S uses a cart that is at risk of being damaged.

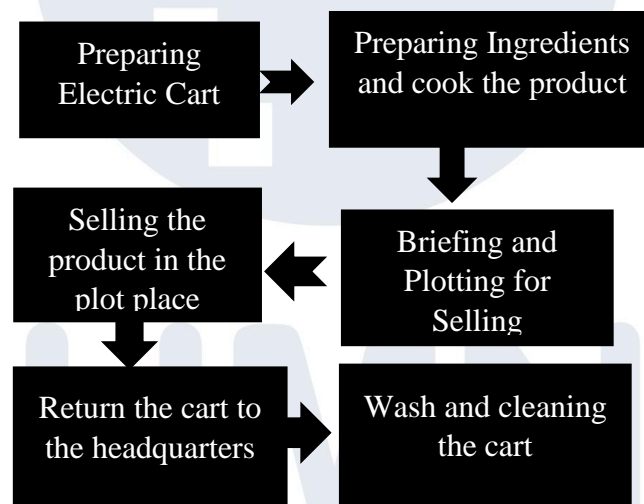


Figure 3.3 Operational Flow

For the initial process, employees come to the head office and prepare the electric carts used for selling, clean the carts so they are ready to use and also make preparations such as wearing uniforms. In addition, temperature regulation and checking the warmer temperature at a stable level of 60 degrees Celsius will also be carried out. This is done to ensure that MusuBite'S products maintain their quality and stay warm when they reach the customer.

Secondly, the central employees will start preparing the goods and food that will be sold by field workers who will go around to the plots that have been given. Later, this preparation will also include cooking, for the cooking process, dishes such as dory fish, katsu, and tofu will be coated with flour and then deep-fried. As for TamagoSubi, tamago eggs will be prepared in the required quantity. While frying the toppings, there will also be staff members preparing the rice and seasoning it. Once both are ready, the toppings will be placed on top of the rice according to their respective types. After that the product will put into electric carts and the staff will cleaning the cooking area.

Furthermore, field workers will be given plots according to which route will be passed for product sales, because MusuBite'S products will be sold through a traveling process so that each worker must be given a clear route so that sales are more evenly distributed.

Sales will be carried out at predetermined points and must follow a predetermined route, in addition to going around, it will also be available in online applications.

Once all sales activities are completed, all employees are required to return the electric carts to the head office. This is to ensure proper monitoring of the carts, so that the number of carts going out matches the number returning. Any discrepancies will be investigated, and any damages will be inspected at that time.

After all the carts have been checked and monitored, and once everything is confirmed to be in order, the carts will be cleaned. This includes checking for any remaining stock and washing the carts to ensure they are ready for use the following day. The operations for the day will then be considered complete.

3.3 Supplies and Suppliers

For the supply of materials, multiple suppliers are selected based on the type of goods required. Purchases are made not only through offline methods but also via various online applications. This approach provides flexibility in comparing prices, checking product availability, and securing the best deals. Suppliers are chosen for their reliability and the quality of the products they offer, ensuring smooth and efficient procurement to support daily operations.

Table 3. 1 Facilities List

No.	Facilities	Qty	Units	Supplier
1	Electric Cart	3	Pcs	SELIS
2	Kompor	2	Pcs	Rinnai
3	Magic Com	1	Pcs	Miyako
4	Cutting Board	3	Pcs	Tokopedia
5	Chef Knife	3	Pcs	Mr.DIY
6	Pairing Knife	2	Pcs	Mr.DIY
7	Deep Freezer	1	Pcs	RSA
8	Food Tong	3	Pcs	Shuma
9	Deep Fryer	2	Pcs	Getra
10	Spatula	2	Pcs	Mr.DIY
11	Whisk	2	Pcs	Mr.DIY
12	Omelette Pan	1	Pcs	Happy Call
13	Gastronorm	4	Pcs	Shopee
14	Bowl	4	Pcs	Shopee

3.4 Control Procedures

To ensure smooth operations and minimize potential losses, MusuBite'S has implemented several important regulations. Since MusuBite'S uses electric carts, it is crucial to have direct control over the procedures to avoid any risks. Additionally, there are specific guidelines regarding packaging to maintain consistent product quality and ensure that MusuBite'S always delivers the same high standard.

1. Purchasing Task: Locate reliable vendors of high-quality, fresh ingredients.

Process: Communicate with suppliers on a regular basis to guarantee a consistent supply. Examine the costs, features, and timetables of delivery offered by various vendors. After that Place orders taking freshness and shelf life into account, as well as projected demand. In order to reduce waste, staff members would be instructed to package the goods utilizing the first-in, first-out (FIFO) method.

2. Receiving Task: Receive and examine ingredient supplies.

Process: Verify that every item provided complies with quality requirements and matches the order. Inspect for spoilage, dates of expiration, and transportation related damage. Enter the quantities received in the inventory log. Product Monitoring task : For consistency, stick to established recipes. Make sure cooks receive hygienic and safety training. Make sure the kitchen is spotless and well-maintained. Check the equipment for proper operation on a regular basis. Standardize the package materials to keep your brand looking consistent. Make sure the amount and appearance are correct by implementing quality inspections. Products should have dates and any allergen information clearly labeled.



3.5 Staffing

At the beginning, MusuBite'S will need around 5 staff members: 3 for mobile operations, 1 to assist with the cooking process, and 1 for marketing. The mobile staff can also help with cooking if needed. This number is, of course, adjusted to MusuBite'S being a newly established business. Since the business is a UMKM the owner have to pays the wages under the regional minimum wage.

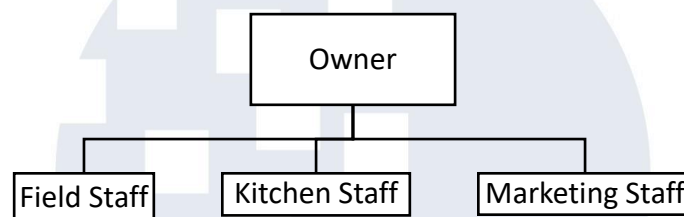


Figure 3.4 Organizational Chart

Field Staff (Sales Stall Attendant)

The ideal candidate should be a maximum of 35 years old. They must reside in Pamulang and possess a keen attention to detail for maintaining equipment and products. A friendly and approachable demeanor is essential, along with basic promotional skills. The candidate should be capable of handling cash transactions and operating a point-of-sale system, and be able to work both independently and as part of a team.

Kitchen Staff (Cook)

Applicants should be a maximum of 35 years old, with at least a high school diploma (SMA/SMK). Prior experience in catering or cooking is preferred. The candidate must reside in Pamulang or be willing to relocate. They should be proficient in food preparation and cooking techniques, with knowledge of food safety and hygiene standards. The ability to work efficiently in a fast-paced

environment, strong organizational and time management skills, and being team-oriented with good communication abilities are essential.

Marketing Staff

Candidates should be a maximum of 25 years old, with previous marketing experience. They must be proficient in social media platforms and digital marketing tools, creative, and up-to-date with current trends. Strong communication and interpersonal skills are necessary, along with the ability to analyze market trends and customer preferences. Comfort with using smartphones and other digital devices is required

MusuBite'S will also provide a suitable schedule for the staff, ensuring that each staff member receives their designated day off. This is done to prioritize the comfort and well-being of the staff while working at MusuBite'S. Below is the staff scheduling.

Day	Mobile Staff 1	Mobile Staff 2	Mobile Staff 3	Cooking Staff	Marketing Staff
Monday	Work	Work	Work	Work	Work (WFH)
Tuesday	Work	Off	Work	Work	Work (WFH)
Wednesday	Off	Work	Work	Off	Work (Office)
Thursday	Work	Work	Off	Work	Work (Office)
Friday	Work	Off	Work	Work	Work (Office)
Saturday	Off	Work	Work	Work	Off
Sunday	Work	Work	Off	Work	Off

1. Mobile staff work in rotation with two day off each per week.
2. Cooking staff gets one day off per week (Wednesday).
3. Marketing staff gets one day off (Saturday) and two days working from home (Monday and Tuesday).

MusuBite'S Staff Salary Breakdown

Staff Position	Number of Staff	Monthly Salary (IDR)	Total Monthly Salary (IDR)
Mobile Staff	3	1,350,000	4,050,000
Cooking Staff	1	1,500,000	1,500,000
Marketing Staff	1	1,350,000	1,350,000
Total	5		6,900,000

Notes:

1. Mobile and marketing staff each receive IDR 1,350,000 per month.
2. Cooking staff receives a higher salary of IDR 1,500,000 per month due to having only one day off per week.

The above outlines the salary distribution for each MusuBite'S staff member. These figures are adjusted according to the scale of the brand, which is still a small and growing MSME/UMKM (Micro, Small, and Medium Enterprise) in its early stages. MusuBite'S employs a total of five staff members, including three mobile staff, one cooking staff, and one marketing staff. Each mobile and marketing staff member receives a monthly salary of IDR 1,350,000, while the cooking staff earns a higher salary of IDR 1,500,000 due to having only one day off per week. The total monthly salary expenditure for all staff combined amounts to IDR 6,900,000.