

## CHAPTER III

### OPERATIONAL PLAN

#### 3.1 Location

The location owner chose was Blok M in South Jakarta. The reason this place was chosen was the level of crowd around it, which supports the success of this business, with a stable crowd especially every weekend, it can make the brand owner more well known. This location is very close to the Blok M shopping center, Blok M Plaza, and Literacy Park. Even though this location is quite an old area in Jakarta, it has never died. Along Melawai Street there are also many working spaces and offices which are of course the main target market for Baked O Clock. Here is the proof of Blok M crowded after MRT build their stations in front of Blok M.



Figure 3.1 Blok M Crowded



Figure 3.2 Blok M Crowded

The facilities provided in the café are 7 tables and 20 chairs, cutleries, glass, toilet, unlimited Wi-Fi, and the most interesting thing is a photobooth with Photomatics on the 2nd floor of café.

### 3.2 Manufacturing/Service Methods

#### A. Briefing

Every day, before starting the operation, the manager will lead the briefing and talk about the daily schedule and goals to achieve in a day to all staff.

#### B. Preparation

After done briefing is done, all staff must ensure the working area is clean and sanitized. Kitchen staff will entering the kitchen and check all of stocks needed for a day, make sure everything is ready and in good condition. Bar staff will be entering bar area and start to prepare all the ingredients, checking in good condition then taking out ingredients from the desk.

#### C. Creating the product

For kitchen staff, after ensure all ingredients are in good condition and ready to use, they starting to finish the bagels dough because the dough is always made

yesterday before opening the stores, they must finishing baked and make all fillings completely before opening time.

#### **D. Ready to make customers order**

After every bagel is done, and order starts to come up. Staff should prepare all orders with the right fillings and toppings without no mistake.

#### **E. Closing**

It is mandatory to clean up and return the ingredients and equipment to the correct place. Ensure all the staff clean up the café and return all equipment, turn off the lights and sanitized the working space.

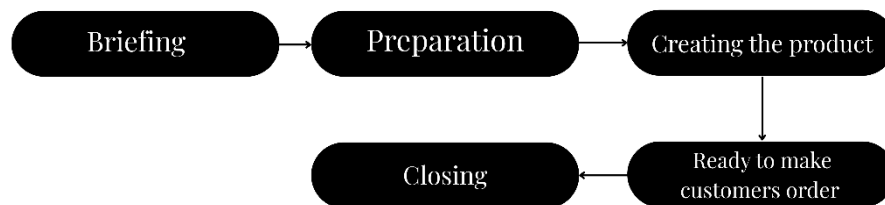


Figure 3.3 Workflow

### **3.3 Supplies and Suppliers**

Here are some mandatory things that Baked O Clock should have before opening this café. All from this table is the equipment for the operation.

Table 3. 1 Facilities List

<b>Supplies and Supplier</b>		
Name	Qty / Units	Supplier
Standing Mixer 20 L	1	FOMAC
Standing Mixer 7L	3	MITO
Stainless Fork & Knife	30	SHOPEE
Small Dessert Plate	50	SHOPEE
Balloon Whisk	5	SHOPEE

Digital measurement	4	SHOPEE
Mixing bowl	6	SHOPEE
Silicone Spatula	4	SHOPEE
Chopping board	5	SHOPEE
Freezer 210L	1	CHANGHONG
Refrigerator 560L	1	CHANGHONG
Samsung Tab A9 64gb	1	SAMSUNG
Moka POS	1	MOKA
Equipment Rack	2	SHOPEE
Working Table	3	SHOPEE
Drink Dispenser 12x3	1	SHOPEE
Oval Café Table	10	SHOPEE
Café Chair	15	SHOPEE
Stainless Fork & Knife	30	SHOPEE
Small Dessert Plate	50	SHOPEE

### 3.4 Control Procedures

The SOP of Baked O Clock team are as followed:

Standard Operational Protocol for staff.

1. All teams must arrive on time before opening every day, to prepare for each task.
2. For the kitchen team, it is permissible to prepare preparations from the previous days to avoid chaos.
3. Everyone is required to maintain cleanliness and be checked every morning before making and serving customers.
4. Please clean each station before leaving the café during closing.
5. You must attach a certificate if you are unable to work, accompanied by concrete evidence.

### 3.5 Staffing

Here's the job description that the entire staff will do every day, starting from the café manager, pastry chef, social media staff, cashier, barista, waiter and cleaning service.



Figure 3.4 Organizational Structure

a) Café Manager

- 1) Ensure staff carry out all obligations properly
- 2) Purchase all café needs
- 3) Collaborate with the pastry chef in preparing daily products.
- 4) Quality control of all products sold.
- 5) Receive all testimonials from customers.
- 6) Manage all income and expenses from the café.

b) Pastry Chef

- 1) Monitor and ensure calculation of ingredients in productions.
- 2) Make all the products needed for sales every day.
- 3) Ensure raw materials are in good condition for use.

c) Cashier

- 1) Ensure all income is entered correctly.
- 2) Helps calculate recaps in one week.
- 3) Calculate profit in one day of sales at each closing.

d) Social Media Staff

- 1) Create interesting digital content for the Instagram platform.

- 2) Manage and directly manage online platforms such as Instagram and TikTok.
  - 3) Become an admin in purchases outside of online food, such as via Instagram WhatsApp.
- e) Barista
- 1) Make all orders for drinks.
  - 2) Ensure raw materials are in good condition to use before making drinks.
  - 3) Cleaning bar area after use it.
- f) Waiter
- 1) Deliver orders to customers.
  - 2) Provide the best service to customers.
  - 3) Ensure all orders are complete and in good condition before being served.

Table 3.5 Job Descriptio

Position	Work Hour	Basic Salary	Bonus	Job Description
Pastry Chef	8 hours	Rp 5.000.000	Yes	Willing to make every food for every day selling, will get help from owner and cook helper
Cook Helper	8 hours	Rp 4.600.000	Yes	Willing to help pastry chef and owner to prepare the orders
Daily Worker Cook Helper	3 hours	Rp 2.600.000	No	Willing to do the rest of job for a day, like cook for some new orders start at 18.00 – 20.00
Barista	8 hours	Rp 3.900.000	Yes	Willing to make any beverages order and preparing all ingredients
Daily Worker Barista	3 hours	Rp 1.800.000	No	Willing to do the rest of job for a day, like prepare beverages order and start at 18.00 – 20.00
Social Media Staff	7 hours	Rp 2.950.000	Yes	Willing to be social media admin, make content for social media purposes for gaining new exposures.