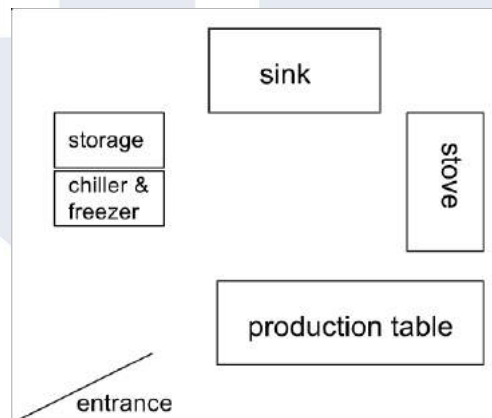


## CHAPTER III

### OPERATIONAL PLAN

#### 3.1 Location

Since it is currently a home-industry business, Sinyo Custard Cream Pudding will manufacture its products in the owner's residential area in Cikokol, Tangerang. Knowing the ideal market of food and beverage business especially in the Gading Serpong area with a high number of consumers (Paramount Land, 2025), Sinyo Custard Cream Pudding sales become more diversified with significant market and consumer behavior due to urbanization.



*Figure 3.1 Production area layout*  
(Source: Writer's Data)

Observing the consumption behavior of university students specifically in Tangerang, who are willing to try new things especially in food and beverage consumption but with a price that is still below Rp 30.000, the owner will sell Sinyo Custard Cream Pudding products at private universities in the Gading Serpong area to increase brand exposure. With a promotional strategy that is expected to be sustainable to create brand awareness, Sinyo Custard Cream Pudding plans to conduct a bazaar at events at private universities in the Tangerang area.



*Figure 3.2 University canteen*  
(Source: Google.com)

### **3.2 Operational Flow**

#### **1. Preparation:**

Brief the staff on target in a day. After that, prepare all necessary ingredients for production. Ensure that the ingredients are of high quality and meet safety standards.

#### **2. Production:**

Produce the product based on target and demand of the customer that has been briefed in preparation. Must be made sure that the sanitation, hygiene, and cleanliness should be maintained in production.

#### **3. Packaging:**

Once the product has been made, it is ready for packaging. Transfer the individual servings into sealed containers or cups with lids. Ensure proper labeling with the product name, ingredients, and expiration date.

#### **4. Delivery and Sales:**

The product should be delivered to these outlets promptly to ensure freshness. Customers pay for the product at the point of sale through electronic payment methods.

#### **5. Payment Cycle:**

From the time of purchasing raw materials to receiving payment from customers, there is a negative cash flow cycle. However, by optimizing production efficiency and minimizing inventory holding periods, this cycle can

be shortened. Strategies such as just-in-time inventory management and efficient order fulfillment can help reduce the cash flow gap and minimize the need for external financing.

### 3.3 Supplies and Suppliers

*Table 3.1 Supplies and suppliers*

No.	Facilities	Qty	Units	Supplier
1.	Stove	1	pcs	Rinnai
2.	Refrigerator	1	pcs	GEA
3.	Cooking Gas tank 5.5kgs	6	pcs	Indomaret
4.	Handphone	1	pcs	Xiaomi
5.	Laptop	1	pcs	Lenovo
6.	CCTV set	1	set	HiLook
7.	Kitchen Table	2	pcs	GEA
8.	Office Table	1	pcs	Homedoki
9.	Chair	1	pcs	Ardent
10.	Rack	1	pcs	Krisbow
11.	Food Processor	1	pcs	Mitochiba
12.	Mixer	2	pcs	KitchenAid
13.	Spoon	42	pcs	Komodo
14.	Chopping Board	3	pcs	Vieshop
15.	Knife	4	pcs	Culinart
16.	Balloon Whisk	12	pcs	Quishop
17.	Scale	3	pcs	GoTo
18.	Saucepan	6	pcs	Superindo
19.	Rubber Spatula	12	pcs	Rubbermaid
20.	Bowls size 30cm	40	pcs	Oxone

### 3.4 Control Procedures

Standard Operating Procedures for Sinyo Custard Cream Pudding is useful to control the operation of working processes. The SOP is detailed from purchasing, receiving, storage, production, packaging, delivery, presentation and sales as below:

a. Purchasing:

1. Ensure that all raw materials are purchased from reliable and guaranteed suppliers.
2. Prioritize the purchase of high-quality ingredients to ensure product taste and safety.

b. Receiving:

1. Implement an economical and efficient raw material receiving management system.
2. Check every shipment to ensure freshness.

c. Storage:

1. Store raw materials according to storage guidelines to ensure quality is maintained.
2. Mark and organize ingredients properly to facilitate retrieval and prevent wastage.

d. Production:

1. Follow standardized recipes in every stage of production to maintain quality consistency.
2. Maintain a clean production environment and work equipment.

e. Packaging:

1. Pack products securely to maintain freshness and safety.
2. Ensure attractive packaging to enhance product appeal.

f. Delivery:

1. Plan product distribution in an efficient and timely manner.
2. Prioritize safety in every stage of delivery.

g. Presentation:

1. Layout the product attractively to increase consumer appeal.

2. Use professional marketing materials to enhance the product image.

h. Sales:

1. Provide training to employees on products and services.
2. Maintain cleanliness of sales and customer service areas.
3. Ensure customer satisfaction by being responsible and flexible to questions and feedback.

All these steps ensure that Sinyo Custard Cream Pudding is produced and presented to customers with the highest quality standards, from the purchase of ingredients to the selling steps.

### 3.5 Staffing

Sinyo Custard Cream Pudding is operated by the owner, one production staff, one part-time helper staff, and one part-time social media specialist staff. The staff working days are 5 days and 2 days off on weekends, with 9 hours working a day for production, and flexible hours for part time helpers and social media specialists. The monthly salary for production staff is Rp 2.700.000. For helper staff, the working hours are specifically based on the product delivery hours, approximately 1 hour, and the schedule of deep cleaning the production area for 2 hours, counted Rp 800.000 per month. Besides, the social media specialist staff working hours is flexible and the salary is rated Rp 21.000 per content a day and given extra bonus per viral content with counted customer engagement. Based on Job Creation Act Law (Article 90B number 1), owner may give salary to staff below minimum regional wages if the business is still MSME.

*Table 3.2 Staffing job description*

<b>Job Description</b>	<b>Owner</b>	<b>Production</b>	<b>Helper</b>	<b>Social Media Specialist</b>
Product development & innovation	v			
Raw material procurement & supplier management	v			

Pudding production & cooking process	v	v		
Packaging & product finishing	v	v		
Quality control & hygiene maintenance	v	v	v	
Order & inventory management	v	v		
Delivery preparation & coordination	v	v	v	
Cleaning production area	v		v	
Customer service & order handling	v			
Marketing & branding strategy	v			v
Content creation (photo, video, caption)				v
Social media management & engagement				v
Market trend research & competitor analysis	v			v
Financial management & budgeting	v			

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The table following is the staff duty rosters for one month of Sinyo Custard Cream Pudding operational per staff section.

*Table 3.3 Staff duty roster per week*

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Production Staff	12:00 - 21:00	12:00 - 21:00	12:00 - 21:00	12:00 - 21:00	12:00 - 21:00	OFF	OFF
Helper Staff	OFF	07:00 - 08:00	07:00 - 08:00	07:00 - 08:00	07:00 - 08:00	07:00 - 08:00	OFF
Social Media Specialist Staff	post on 09.00	post on 09.00	post on 09.00	post on 09.00	post on 09.00	post on 09.00	post on 09.00

Staff requirements:

Full time production staff:

1. Minimum high school education, preferably majoring in culinary or similar.
2. At least 6 months of experience in food/dessert production (preferred).
3. Understand the basics of hygiene and sanitation in food production.
4. Able to work quickly, neatly, and have attention to detail.
5. Able to work in a team as well as independently.
6. Willing to work 9 hours per day (5 days a week).
7. Physically strong enough to work in the kitchen
8. Responsible, honest, and have high initiative.

Part time helper staff:

1. At least junior high school/ senior high school education.
2. No experience required, but experience in the F&B field is preferred.
3. Able to work independently and have high discipline.
4. Have a driver license (SIM A).
5. Willing to work on a flexible schedule (depending on production delivery and cleaning).
6. Have good physical endurance for cleaning and delivery work.

7. Responsible and careful in maintaining the cleanliness of the production area.

Part time social media specialist staff:

1. Education at least high school / vocational school, preferably students or graduates of Visual Communication Design, Marketing, or related fields.
2. Have experience in content creation, copywriting, and social media (Instagram, TikTok, etc).
3. Skilled in using design and editing applications (Canva, CapCut, Adobe Photoshop/Premiere preferred).
4. Creative and up-to-date with social media and digital marketing trends.
5. Good communication skills to engage with the audience.
6. Ability to work flexibly and on target content.
7. Able to analyze engagement and provide creative ideas to increase brand awareness.

