

CHAPTER III

OPERATIONAL PLAN

3.1 Location

Choosing Modernland in Tangerang to be our location to produce and sell Tacolicious product is a great option, because the location is located nearby hospital and mosque so if Tacolicious is able to stand out than others, people can get attracted to buy Tacolicious products.

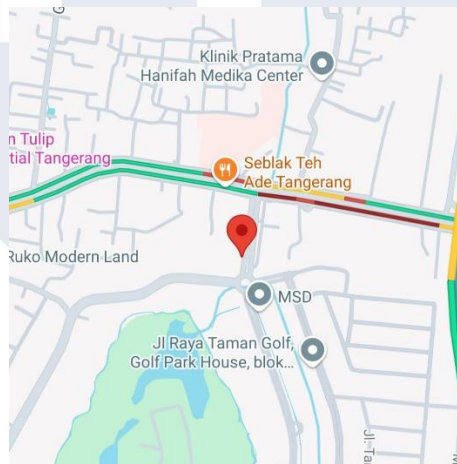


Figure 3. 1 Tacolicious Location

Source: Maps.com



Figure 3. 2 Ruko Golf Boulevard Buildings Area

Source: Google.com

Ruko Golf Boulevard is located at the main northern entrance of Kota Modern, Tangerang, making it highly visible and easily accessible. The area benefits from excellent infrastructure, including access to major toll roads such

as the Jakarta Outer Ring Road (JORR II) and the Buaran Indah toll gate, which is only about 800 meters away. This connectivity allows easy access for customers coming from various parts of Tangerang and greater Jabodetabek, ensuring a steady flow of potential diners. Kota Modernland is a rapidly developing township with a growing population, including middle to upper-middle-class residents attracted by quality housing, lifestyle facilities, and amenities such as golf courses, schools, hospitals, and shopping centers. This demographic aligns well with Tacolicious target market of teenagers and families who seek convenient and quality dining options nearby.

3.1.1 Layout Of Vendor

This will be the layout for Tacolicious physical store in Modernland.

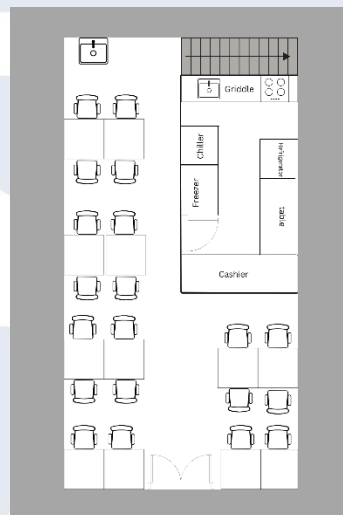


Figure 3. 3 Tacolicious Layout First Floor

Source: Writer's data

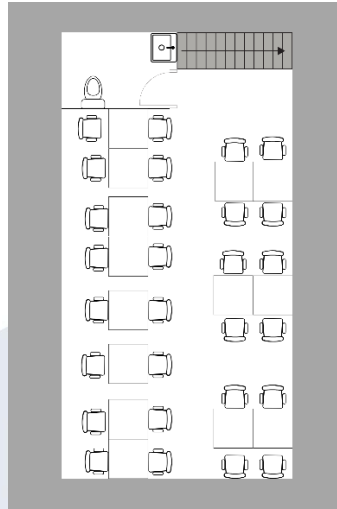


Figure 3. 4 Tacolicious Layout Second Floor

Source: Writer's data

Figure above is Tacolicious layout, it provides 48 seating capacity with different arrangements that is suitable for couples, and for 4 peoples. In the first floor total seating capacity is 20 seats. While at the second floor it has 28 seating capacity

3.2 Manufacturing/Service Methods

Before a product is sold, it is crucial for the brand to establish a number of guidelines for both product preparation and portioning. Tacolicious is required to provide standardized recipes for each product that will be marketed in order to ensure that every product sold is exactly the same. This is done to ensure that every product has the same quantity as well as the same taste.

U N I V E R S I T A S
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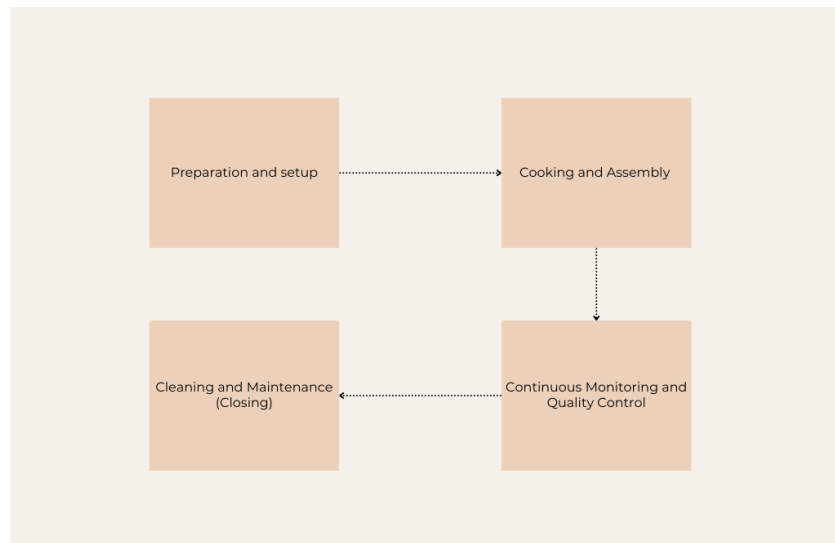


Figure 3. 5 Service Flow Diagram

Source: Writer's data

Preparation and Setup (Morning):

- a. Thaw and prepare ingredients such as beef, chicken, and vegetables.
- b. Set up stations for cooking, assembly, and packaging.

Cooking and Assembly (Throughout the Day):

- c. Cook meats (beef, chicken) and vegetables on frying pan.
- d. Assemble tacos with cooked ingredients, fresh lettuce and tortillas according to customer orders.
- e. Ensure proper portioning and presentation of tacos.

Continuous Monitoring and Quality Control:

- f. Ensuring that meats are cooked to the proper temperature and veggies are cooked evenly.
- g. To make sure tacos fulfill quality standards, do visual inspections and taste tests.
- h. To maintain consistency, make necessary adjustments to the seasoning or cooking times.

Cleaning and Maintenance (Closing):

- i. Clean cooking equipment, surfaces, and utensils thoroughly to maintain sanitation standards.
- j. Dispose of leftover ingredients or food items according to food safety regulations.
- k. Store remaining ingredients properly for the next day's operations.
- l. Perform routine maintenance tasks on cooking equipment and facilities as needed.

3.3 Supplies and Suppliers

Table 3. 1 Facilities List

No.	Facilities	Qty	Units	Supplier
1	Stove	1	Pcs	Getra
2	Mixing bowl	3	Pcs	Tokopedia
3	Frying pan	3	Pcs	Tokopedia
4	Wooden spatula	4	Pcs	Tokopedia
5	Spoon	12	Pcs	Tokopedia
6	Gastronom / insert	15	Pcs	Tokopedia
7	Raw materials	-	-	Traditional market and Hijrah food
8	Chef knife	2	Pcs	Victorinox
9	Cutting board	3	Pcs	Tokopedia
10	Kitchen utensils	1	Pcs	Ace Hardware

3.4 Control Procedures

1. Purchasing:

The aim for this procedure is to obtain premium, fresh ingredients at reasonable costs. The procedure includes:

- a. Determine which suppliers have been approved based on their dependability and quality.
- b. Make order decisions based on menu requirements and inventory levels.
- c. Check received goods against purchasing orders.

- d. Keep track of any inconsistencies and get in touch with suppliers.

2. Receiving :

The aim for this procedure is to ensure that inbound items are accepted accurately and quickly. The steps are:

- a. Verify the quantity and quality of shipments arriving.
- b. Log the received things into the inventory management system.

3. Storage:

The aim for this procedure is to keep inventory organized and under control to preserve freshness and reduce waste. The steps involved are as follows:

- a. Sort and store ingredients according to their shelf life in specific places.
- b. To avoid spoiling, rotate stock using the FIFO technique.
- c. Keep an eye on the humidity and temperature during storage.

4. Production:

The purpose for this procedure is to quickly and safely prepare excellent tacos while maintaining safety regulations. The steps involved are as follows:

- a. Follow standardized recipes and portioning guideline.
- b. Ensure that kitchen appliances are cleaned and maintained correctly.
- c. Align the manufacturing plan to satisfy customer demand.
- d. Review food storage procedures and temperatures to avoid cross-contamination.

3.5 Staffing

In order to run daily operational of the business runs smoothly the company have to make organizational chart.

Organization Chart

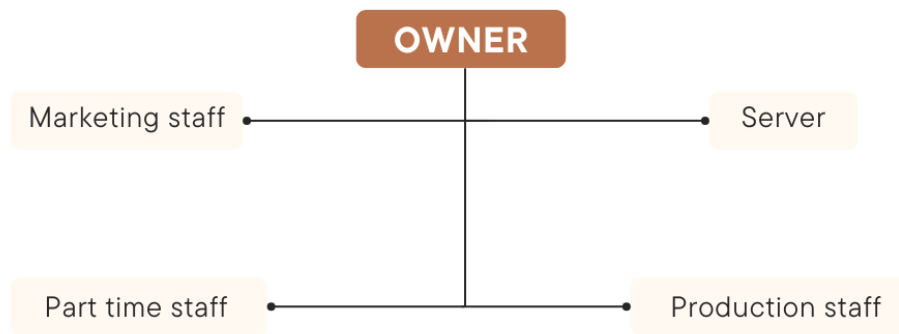


Figure 3. 6 Organizational Chart

Source: Writer's data

a. Job description

Owner

The owner will monitor the outlet every day. Aside from that, the owner will be involved in the business's day-to-day operations. And also the owner of Tacolicious is in charge of managing the company's finances and purchasing ingredients and packaging.

Marketing staff

The marketing staff is in charge of developing marketing strategies to meet organizational objectives. Preserve and improve the brand identity of Tacolicious. Create positioning and messaging for your brand. Control Tacolicious's social media, including advertising. Communicate with the customers online to build brand loyalty.

Server

The server is the one that will responsible taking orders and also the staff have to serve the food to the table, handle both offline and online orders and closing the cashier. Also take out foods, clean and sanitizing the tables. And do general cleaning on the front of the house when closing.

Production staff

The production staff are the one that will responsible produce the foods, the production staff have to make sure to follow the SOP, so each product will that has made is consistent every day, count the ingredient stock and general cleaning of the kitchen every day.

b. Wages

Operational staff: IDR Rp. 3.000.000/ person, in total for a month is IDR Rp. 6.000.000.

Part Time: IDR Rp. 12.000/ hour, in total for a month is IDR Rp. 4.896.000.

Marketing staff: IDR Rp. 4.000.000/ month

c. Working hour

Server & Production staff: 9 Hours/day

Part Time: 6 or 9 Hours/day

Marketing staff: 9 Hours/day

d. Schedule

Schedule	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Server	10 AM - 7 PM	10 AM - 7 PM	10 AM - 7 PM	DO	10 AM - 7 PM	10 AM - 7 PM	10 AM - 7 PM
Production staff	10 AM - 7 PM	DO	10 AM - 7 PM	10 AM - 7 PM	10 AM - 7 PM	10 AM - 7 PM	10 AM - 7 PM
Part Time 1	4 PM-10 PM	4 PM-10 PM	DO	4 PM-10 PM	DO	4 PM-10 PM	DO
Part Time 2	DO	10 AM - 7 PM	4 PM-10 PM	DO	4 PM-10 PM	DO	4 PM-10 PM
Part Time 3	DO	4 PM-10 PM	DO	10 AM - 7 PM	4 PM-10 PM	4 PM-10 PM	DO
Part Time 4	4 PM-10 PM	DO	4 PM-10 PM	4 PM-10 PM	DO	DO	4 PM-10 PM
Marketing staff	11 AM - 8 PM	11 AM - 8 PM	11 AM - 8 PM	11 AM - 8 PM	11 AM - 8 PM	11 AM - 8 PM	DO

Figure 3. 7 Schedule

In total the team will consist of 1 owner, 1 production staff, 1 server, 4 part time staff and 1 marketing staff. For the full time staff their work time starts from 10 AM until 7 PM for morning shift and then the part time staff have 2 shifts that can be 10 AM until 7 PM to cover the full time staff when off and also from 4 PM until 10 PM for closing shift. For the marketing staff will start the shift from. 11 AM until 8 PM. All operational staffs work 9 hours a day in total and 1 days off in a week. For the part time staff will have 4 working days a week. Meanwhile marketing staff work 9 hours a day have 1 days off in a week. And from the table above in total the part time staffs will work for 102 hours in a week, for the part time staff 1 the total working hour is 24 hours, for part time staff 2 the total working

hours is 27 hours, for part time staff 3 the total working hours is 27 hours, for part time staff 4 the total working hours is 24 hours.

