

## CHAPTER III

### OPERATIONAL PLAN

#### 3.1 Location

S'roll will open its outlet at G-Town Square located in Gading Serpong. G-Town Square is a new and bustling culinary center in the Gading Serpong area, which attracts many visitors with a variety of mouth-watering food choices. Its strategic location near hotels and campuses makes it an ideal place for various groups of visitors, from tourists staying in nearby hotels to students looking for a comfortable and affordable place to eat.



Figure 3.1 Location  
(Source: google.com)

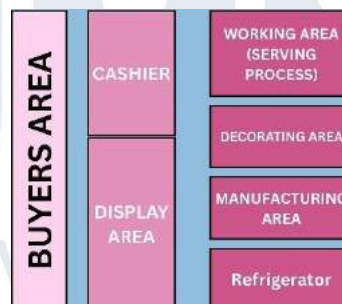
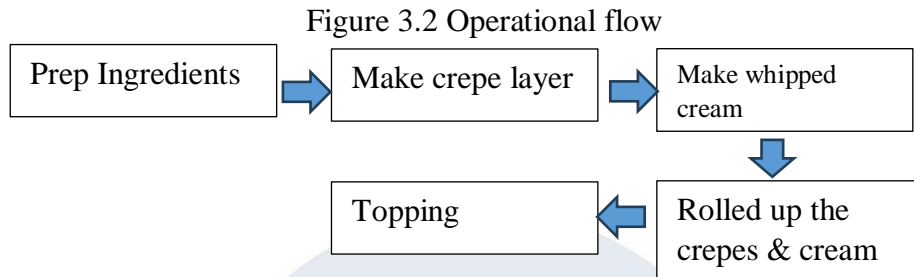


Figure 3.1 Working area  
(Source: Writer's data)

### 3.2 Operational Flow



1. The first step is to prepare and measure all the required ingredients according to the measurements and guidelines listed in the standard recipe, to ensure consistency in taste, texture and quality of the final product.
2. Make whipped cream by gradually beating the liquid cream using a mixer on medium to high speed until the texture becomes thick, soft, and forms firm peaks, so that it can be used as a filling.
3. Roll the cooked crepe sheet together with the layer of whipped cream inside slowly and neatly, forming a long roll resembling a towel, ensuring the cream is evenly distributed across the entire inner surface.
4. Put topping for the surface of the towel cake crepe

### 3.3 Supplies and Suppliers

Table 3. 1 Facilities List

| No. | Facilities              | Supplier             |
|-----|-------------------------|----------------------|
| 1   | Stove                   | Celovia shop         |
| 2   | Refrigerator            | Azko                 |
| 3   | Cooking Gas tank 5,5 kg | Alfamidi             |
| 4   | Handphones              | Samsung              |
| 5   | Laptop                  | Hp                   |
| 6   | CCtv set                | Paket cctc           |
| 7   | Kitchen Table           | Tokopedia            |
| 8   | Chair                   | Ikea                 |
| 9   | Rack                    | Ikea                 |
| 10  | Standing Mixer          | Kitchen Aid          |
| 11  | Packaging               | Tori pack            |
| 12  | Sticker                 | Jingga digital print |
| 13  | Spoon                   | Dapur murah          |
| 14  | Strainer                | Dapur murah          |
| 15  | Measuring Jug           | Dapur murah          |

|    |                |             |
|----|----------------|-------------|
| 16 | Chopping board | Dapur murah |
| 17 | Balloon whisk  | Dapur murah |
| 18 | Knife          | Dapur murah |
| 19 | Ladle          | Dapur murah |
| 20 | Scale          | Dapur murah |
| 21 | Pot            | Ikea        |
| 22 | Saucepan       | Ikea        |
| 23 | MOKA           | Shopee      |

### 3.4 Control Procedures

Control procedures play a crucial role in business operations by promoting efficiency, ensuring regulatory compliance, and supporting the accomplishment of organizational goals. For S'roll, putting strong control measures in place is essential to uphold product quality, mitigate risks, and maintain seamless daily operations (Armielia, et al., 2023). Below are some control procedures specifically designed for S'roll.

Manufacturing SOP:

#### 1. Preparation:

- a. Ensure all equipment and surfaces are thoroughly cleaned and sanitized before use. Staff must wash hands and wear appropriate protective clothing (gloves, hairnets, aprons).
- b. Verify all ingredients meet quality standards and are within their use-by dates. Measure and prepare ingredients as per the standardized recipe.

#### 2. Production:

- a. Follow the standardized recipe accurately for consistency in taste and quality. Monitor the mixing process to ensure uniformity in the batter or mixture.
- b. Preheat the pan or cooking equipment to the required temperature. Cook products for the specified time, checking for doneness and quality.

- c. Allow products to cool on sanitized racks to prevent contamination and maintain texture.

### 3. Quality Control:

- a. Inspect finished products for any defects or inconsistencies. Conduct taste tests to ensure flavor profiles match the standardized recipe.
- b. Record batch numbers, production dates, and any deviations from the standard process. Log on to any quality issues and actions taken to address them.

### 4. Cleaning and Maintenance:

- a. Clean all equipment and work areas at the end of each production day.
- b. Schedule regular maintenance checks on all equipment to ensure proper functionality.

## Packaging SOP

### 1. Preparation:

- a. Ensure the packaging area is clean and free from contaminants. Staff must wear protective clothing and gloves.
- b. Check that all packaging materials are clean and meet quality standards. Prepare labels, boxes, and any other necessary packaging items.

### 2. Packaging Process:

- a. Primary Packaging: Place products in their primary packaging (wrapping, containers, box) ensuring they are securely sealed.
- b. Use appropriate packaging to maintain product freshness and prevent damage.
- c. Labeling: Apply labels accurately, including product name, sticker name. Ensure labels are legible and correctly positioned on the packaging.
- d. Secondary Packaging: Place primary packaged items into secondary packaging (boxes, container) for bulk handling. Seal and secure secondary packaging to protect products during transportation.

### 3. Quality Control:

- a. Check for proper sealing, accurate labeling, and overall packaging integrity.
  - b. Randomly sample packaged products to ensure quality and consistency.
  - c. Record packaging batch numbers, dates, and any issues observed during the process.
  - d. Maintain logs of quality control checks and corrective actions taken.
4. Storage and Shipping:
- a. Store packaged products in a clean, dry area with appropriate temperature controls to maintain product quality.
  - b. Arrange products securely for transportation to prevent movement and damage.
  - c. Ensure all shipping documentation is complete and accurate.
5. Cleaning and Maintenance:
- a. Clean all packaging equipment and areas at the end of each shift.
  - b. Conduct regular checks and maintenance on packaging machinery to ensure optimal performance.

### 3.5 Staffing

Below are the projection for structure organization in S'ROLL:

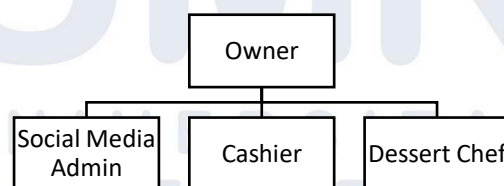


Figure 3.3 Staff organizational chart  
(Source: Writer's data)

The organizational chart in Figure 3.3 illustrates the basic staffing structure for a small-scale dessert business. At the top of the hierarchy is the Owner, who oversees and manages the overall operations and decision-making of the

business. Directly reporting to the Owner are three key roles: the social media admin, cashier, and dessert chef.

Job Description of each position is as follow:

1. Owner

- a. Supervise daily operations and workflow
- b. Ensure team follows company SOPs
- c. Assist in solving operational issues
- d. Maintain communication between departments
- e. Monitor quality control and staff performance
- f. Report to Owner daily with summaries and insights

2. Social Media Admin

- a. Manage and schedule posts for Instagram, TikTok, and Facebook
- b. Create engaging content (images, captions, videos)
- c. Respond to comments and DMs
- d. Track campaign metrics and report performance
- e. Increase follower engagement through strategic planning
- f. Build brand voice and online presence

3. Cashier

- a. Handle all customer transactions using POS
- b. Issue receipts, manage change, and secure cash
- c. Maintain tidiness of cashier station
- d. Greeting customers with a friendly attitude
- e. Prepare end-of-day transaction reports
- f. Inform kitchen team of order queue or rush periods

4. Dessert Chef

- a. Prepare and assemble dessert orders
- b. Measure and mix ingredients as per recipes
- c. Maintain kitchen cleanliness and hygiene
- d. Manage ingredient inventory and report shortages
- e. Ensure consistent quality and presentation

- f. Work efficiently during peak hours

Duty Roster:

Table 3.2 Staff Duty Roster

| Role                 | Shift Time  | Days per Week | Notes                             |
|----------------------|-------------|---------------|-----------------------------------|
| Assistant Controller | 09:00–21:00 | 6             | One day off per week              |
| Social Media Admin   | 09:00–21:00 | 6             | Sync with online engagement times |
| Cashier              | 09:00–21:00 | 6             | Busy hours: lunch & evening       |
| Dessert Chef         | 09:00–21:00 | 6             | Early prep starts at 09:00        |

Staff Requirements:

1. Social Media Account Admin

- Proven experience in managing social media accounts (IG, TikTok, Facebook)
- Skilled in content creation (basic design, copywriting, etc.)
- Creative thinking with strong communication skills
- Familiar with analytics tools (e.g., Meta Business Suite, TikTok Analytics)
- Able to respond quickly to messages or customer concerns

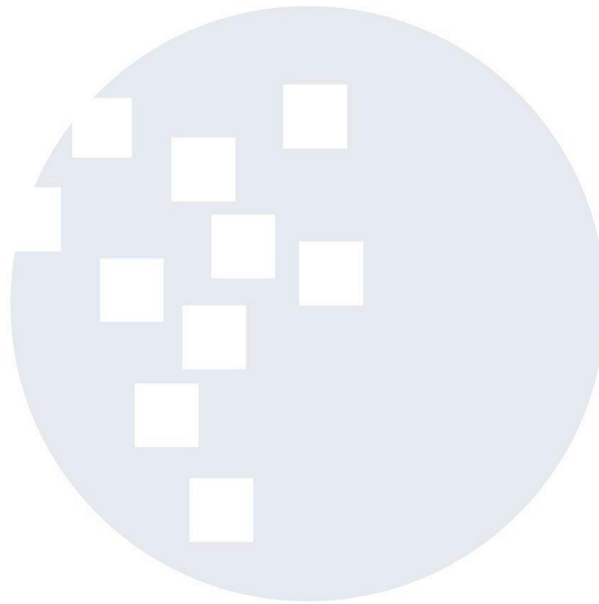
2. Cashier

- Friendly and detail-oriented
- Able to operate POS and handle transactions accurately
- Basic math and financial reporting skills
- Experience in retail or F&B is a plus
- Good hygiene and neat appearance

3. Dessert Chef

- At least 1 years' experience in a pastry or dessert kitchen
- Knowledge of food safety and hygiene standards
- Ability to follow recipes and plating instructions precisely
- Physical stamina and time management skills

e. Teamwork-oriented and responsible



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