

CHAPTER III COMPANY PROFILE

3.1 Company Identity

Established on December 2016, Jomtea is originally created by Yayank Lesmana, Chepy Suparman, and Andri Saepuloh. Jomtea is Located at Mega Legenda Food Street and the name itself is inspired by using malayan language which means “Let’s drink tea”. At first, Jomtea’s main product is tea served with variety of different flavors. With time, their products have branched out to not only beverages but also light snack and then eventually food and meal. With only a year, Jomtea’s popularity has soared within the area of Batam thanks to its’ unique branding and effective marketing. This popularity and high demand later leads to the plan to open two new branches in late 2018.

3.2 Company Structure

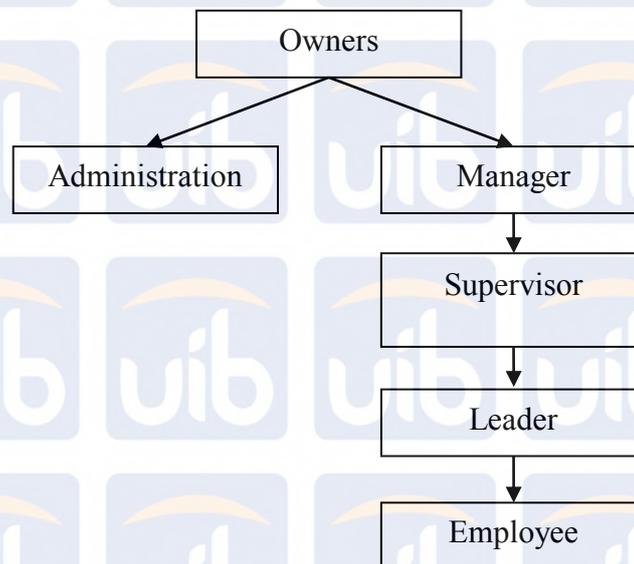


Figure 2. Jomtea Company Structure, Source: Jomtea (2018)

Each and every position have its own duties and responsibilities, namely:

1. Owners are responsible to oversee the whole business process. Their duties also include observing company's expense and income. Company's marketing is also done by owners.
2. Administration staffs are responsible to record all company's expense and income. They will directly report to the owners regarding financial aspect of the company.
3. Manager is the one responsible to watch over all the activities happening in the company. Their duty is to manage all business activities and then report back to the owners.
4. Leaders are responsible of products and employees on their shift time. Leaders then communicate to managers about the details of business situation, process and issues.
5. Employee's duties differ from every position. Essentially, their duties are in accordance to their job description.

3.3 Company Operational Activities

Jomtea starts its daily business activities at 08:00 in the morning until 23:00 in the evening and operates up to 12:00 midnight on the weekends. Jomtea offers food and beverages not only on the spot but also worked together with online platform GO-JEK for food order and delivery along with its' own delivery service.

Business activities starts at the ordering outlet carried out by the cashier.

After the order has been placed, it will be followed by payment. The cashier will then relay order to the kitchen staff.

The kitchen staff consisted of chef, chef assistant, and packaging assistant. The process of getting the food and beverages ready will be carried out by the kitchen staff. They are also responsible to tidying the kitchen equipment and making sure all the necessary food and beverage ingredients are in stock.

Lastly, when the order is ready the waiter will deliver the food to the customer's table. When the customers are ready to leave, the waiter is responsible to clean the table so that it can be used by other customers.

3.4 System Used By The Company

1. Order-taking system

The system used by Jomtea for the process of taking customers order is done directly at the cashier and will be followed with payment with cash.

2. Kitchen operational system

Kitchen operational system is implemented by following the standard operating system set by Jomtea for every product. Every chef and chef assistant have to follow the standard recipe to create a consistent taste and flavor.

3. Financial system

Financial record is kept using a computerized system for every transaction. The expense and income record is also done using a computerized system by the administration staff.

4. Employee system

Employees are placed according to their shift. The first shift starts at 08:00 to 17:00 and the second shift from 17:00 to 23:00. Employees must arrive

half an hour before their shift starts. A briefing will take place 30 minutes before every shift starts and will be conducted by the leader.

