

CHAPTER III CORPORATE IDENTITY

3.1 Corporate Information

PT. Batam Layer Cakes is a Batam based company that has a specialty in producing homemade layer cakes and other patisserie products. They have been serving customers since 2010. They are best known for delivering high quality and freshly baked layer cakes with organic ingredients.

Company's data are listed below:

Company Name : PT Batam Layer Cakes

Established : Since 2010

- First Outlet

Address : Jalan Sumatera No. 01, Bengkong Laut

Contact : +62 851 0089 6364 (Whatsapp) / +62 831 8445
6788

- Second Outlet

Address : Nongsapura Ferry Terminal (Departure Hall, Jalan
Hang Lekiu)

Contact : +62 831 8392 0355

Fax : +62 778 771 7192

Email : blc_batam@ymail.com

Website : <https://www.batamlayercakes.com>

3.2 Organization Structure

Organization Structure refers to the models of internal relations of organizations, thus: it is a set of methods dividing the task to determined duties and coordinates them (Ali, Nikooravesh & Mehrpour, 2016). Figure 1 is an organization chart that displays the internal structure of PT. Batam Layer Cakes; illustrating the relationships and relative ranks of job positions within the company.

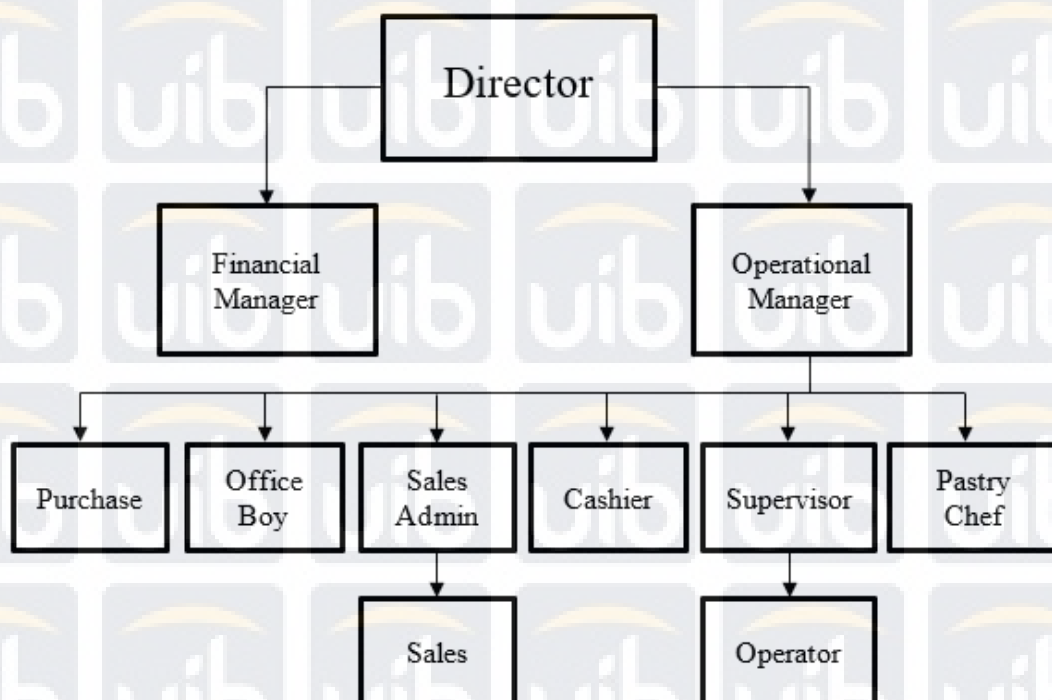


Figure 1 PT Batam Layer Cake's Organization Structure

At the peak of the company's structure is the director; which below, consists of two managers: financial and operational manager. The operational manager is responsible for managing purchase, office boy, sales admin, salesman, cashier, supervisor, operator, and pastry chef respectively. Sales admin is helped by sales to activities related to selling patisserie goods. The operator is directly supervised by the supervisor regarding machine operations. And the financial manager has responsibility for monitoring the company's cash flow and its financial state.

3.3 Operation Activities

1. The purchasing department is responsible for acquiring fresh ingredients required in making patisserie.
2. Followed by a pastry chef who is in charge of making delicious and edible patisserie that suits customer's craving.
3. Sales offer and try to market the newly baked patisserie products to potential customers. And sales admin is the one who keys in the input into the existing system.
4. The cashier helps in-house customers to complete the order.
5. Office boy cleaning up the entire outlet from the inside kitchen to outside, where customers enjoy the newly baked patisserie goods.
6. An operator is a person who operates on the production machine. Which the entire production process will be monitored by the supervisor.

All of the processes above are directly managed by the operational manager. Besides that, the company also has a financial manager who is responsible for managing the financial state and monitoring the cash flow of the company, thus: responsible for producing reports which will be viewed by the director.

Systems in Use

For the existing system, PT Batam Layer Cakes uses an information system produced by an Australian company called MYOB. The system is used to record sales and printing invoices, in which the system itself is a standardized system and restricted from customization. Besides that, the company also uses Microsoft Excel for storing important data as a backup from MYOB.

The company has many difficulties with needed features that can't be fulfilled by the current system. For example, design its own invoice, export data to excel file, print a list of invoices at once and tracking sales from the stock system.

The company's employees also prefer excel-inspired user interface and input style.

Thus; PT Batam Layer Cakes needs a highly customizable Sales and Inventory Management System that is built according to its needs.