EUROPEAN INTERNATIONAL UNIVERSITY

COVER PAGE AND DECLARATION

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Introduction

Operational Management is the first line leadership and most important part of any organization to start applying the policy of a company which created by the owner or superior of all department, discussed then reach to OM for the practical application. It is caring about producing the best quality of products if the aimed company has production line or delivering the best quality of performance if it's a consuming company. In another description, adding a higher value to the company's production. Including all activities provided by employees to be managed and improved. Also processing and designing decision making for the operational needs.

Some organizations reports an evaluation records based on the output during high operational process. It's the connector between the minds of managements and actual applications employees. How to deliver a wider picture of work on floor with full description for any defect appearing during practical observation. However, it's not only a connector, it's managing directly labor work production and covering immediate decision making according to situation benefits. Then feedback from employees and customers will be more beneficial to improve the company's vision.

Complaint from any customer is consider as a gift to our evaluation. It has the approval of loyalty from who cares to improve the quality of work. And of course it will be the basic build of to consider problem solving. Measurement and analysis is the second step for better function.
Decision making includes all questions and fact received by applying an action plan. When, why and how?
If we defined Responsibilities of operational manager, there are variable from one company to another. But anyhow, he should be creative and responsible and also managing direct & indirect tasks. To be involved to all process related to production of operation. To consider the political sides that effect the company's improvement. Planning and organizing is another important factors.

Applying the description of operational management practically on The Big Green Tractors' Company. It's providing services by leasing tractors to farmers to work efficiently on their lands. Cultivating, Planting and Harvesting. As we all know, Indonesian (Palembang) is a convenient place for this business. Where it has huge landscaping to be processed and targeted customers are perfect to. They are hard worker aiming to use daily operation 24/7 to make their lands greenly alive. With a high quality products. So, how can we maximize the use of tractors beneficially to add valuable work?

Company's Analysis

Tractors in Indonesia is the major contributor to agriculture and the country is world's largest producer and market for tractors. The Big Green Tractors' is well known company providing leas services to customers using tractors to manage farming lands. For more than 10 years it has been working for one old style. Basic services are provided but there is no volume dimension to transfer the income to increased outcome. How to transfer volume of production? It depends on profit controlling. Each place should challenge the production quality to be equal to quantity too. In this case, it's not about the workers! It cares more about how many rented tractors per day & is it well used for the target production? It has been used for many years that it need to be updated by the new technology, for example, new line providing double server machine or to be used directly by robotic administration.

Our product in this case is the service giving by the tractor. So it's measured by the efficiency of its work. Requirements here is all about customers and process variation. Is it able to accomplish the targeted services that is expected by the customers? Resulting of designing this services, the process will be smooth enough to increase the quality of production. Organization is variable than others and this define the stability of its continuity during years. Another requirement is defined by the legalization roles. Government is setting standards to control nonrandom services bellow the needs should be fulfilled.

Anyhow, tractors are considering as assets that last for long time. So, it should be well chosen to and maintained regularly to keep giving the same production during years. No need to be operated by a human employee.

All tractors have a loader and capable of supporting rear mounted implements including backhoe, mower, rototiller, post whole digger and box scraper. Our customers are horse enthusiasts or hobby farmers and small hay operations, also, property maintenance. We will build solid relationship with our clients on stability in all faces of the sales process, but it's constant by the delivering machinery. We've got something to offer: a great commitment to our customers, and another commitment to providing a high-quality product. We pride ourselves on priorities of our customer's needs and keeping them up and running. That means no matter what, our customers come first whether it's sales, service, parts, or special requests we will do our outstanding best in the shortest time in order to make our customers pleased as possible.

How does Tractor's work?

Tractors are high-power, low-speed traction vehicle, and power mechanically like an automatic truck but mainly designed for the use on the black road. The two different designs are with wheels, which was early shaped, and consistent path. Tractors used in the agriculture, buildings' homes, building roads, etc., looking like bulldozers and diggers. A clear feature of these tractors is the power-takeoff parts, used to engine stationary.

The first tractors grew out of the stationary and portable steam engines operated on the farms in late 19th century and used to the haul plows by the 90s. In 92, John Froehlich, has built the first farming walking viechle which was powered by the gasoline engine. The first merchant successful manufacturers were C.W. By the World War I the tractor was designed, and the U.S. tractor was an invention for the tanks built for use in the war by the British and the French too.

Many tractor implements are developed later for a huge wide range of use. In agriculture, tractors implements including cultivators for the weed control, seeding drillers and broadcasting seeders for the crops, transplanting young new plants into a new farm, spreading fertilizers and small seeds and balers for the hay and the straw, main sprinkles for irrigation and also pesticide application, and any number of other tools. Some workers, used for cutting and refreshing grains, are also pulled. Additionally, tractors are common in industry, grounds maintaining, and construction too. Simple blade attachment is used to dig into ground then to spread out material ON land, land layers, like for a created path; or a blade attachment used similarly. Mowers, or cutters, cutting the grass, the weeds, and other things to desired measured height. Front end loaders have controllable arms and a wide deferent tools for scooping and lifting; pallet forks are trendy. Others include also post-hole digger, snowblowers, and movable tillers.

Tractors were originally designed to replace the working animals like horses, which people have been using for too long to pull carts and plows since ancient times. One of the modern tractor's inventors, American merchant Henry Ford, got at least one part of this inspiration from simple determination to create something bigger than horses for doing heavy farming work.

Before tractors creations, horses were the best way to use for farming, but all they could really do was pulling things. And because of early tractors were only replacements for horses, pulling things was mainly what they were used for too. Those early tractors built were fueled by the coal which known as the steaming tractors engines'. They looked like small almost steam powered engines, with sturdy metal wheels and capable of rolling down on the roads. Catching the sight for one of the early coal-engine lumbering tractors was what really inspired him to start developing the tractors of his own.

Industrial Streamline Guideline

A new technique to be built in order to renew the culture of our company, basically, changing the way of delivering the service production to reach the main propose of customer consumption. To be fitted to intended target, and to meet the standard of specification. We aim to achieve the best quality of service to improve long time operation. To minimize coast and increase revenue. We need to follow all new technologies to be implemented during the new area. Crosby said, Quality is how to make the production reach the required standard. Quality should be aimed at the need of consumer present and future (Daiming 1986).

Guideline will be specified according to timeline balanced with positive feedback. For example, we are now working by using 4 tractors and delivering to 50 clients monthly. Target should reach the minimum of 20 Tractor serving 200 clients monthly.

For those who want to see their purchase before buying, we have display facilities in main branch. Rather than have fixed hours, we operate by appointment so that we can accommodate our customers' availability. Evenings and weekends are always available. Our indoor display locations are well lit for evening visits. We love a no-pressure environment as much as you do. It's fun to come and visit to look at our tractors. Tractor Company can offer our clients practical insight for understanding the value and current market trends for remarketing or evaluating their older machinery. We provide desktop evaluations of all the equipment as well as inspections, to help maximize equipment availability.

Timeline	*Tractors*	*Clients*	*Production/Hour*	*Rent rate/Hour*	*Total*
2021	4	50	20 m2	50 $	80.000 $
2026	20	200	50 m2	100 $	400.000 $

An example of price range as the following

Brand Name	*Minimum Price*	*Maximum Price*
John Deere - (38 to 60) HP	6.500 $	12.100 $
Kubota - (21 to 45) HP	4.100 $	8.700 $
New Holland - (35 to 65) HP	5.280 $	11.250 $
Sonalika - (20 to 55) HP	3.670 $	8.750 $

Company's Target

As per the previous timeline chart, we are planning to reach twenty tractor servicing two hundred clients and revenue level approximately 400.000 $ per month. How is this possible?

Clint should be satisfied and having high level of production quality. At the time of technology, we care to provide best practice of service to our loyal clients. The kind of non-competitor services which cannot be delivered by other suppliers. Improving the basic of our service and keeping high standards which could not be reach. Not only this, but also avoiding any defect could be faced by the consumer. Defining this can be by gathering information and numbers of data, then analyzing to compare similar result and previous experience. Later to improve solutions and control its efficiency. Also updating the tools will benefit the process till reaching the target. Any misusing for the tools will damage the improvement form us as a supplier to the customer. Another important element is to train new employees to be working on new tractors, where they will provide the service or even teach our client to use it easily. During the process, we need to define all possibilities of risk could face us while working according to plan.

Another major factor which is newly building a clients' trust, a disposal plan for tractors' waste. Which should meet the standards of eco-friendly environment. As we all know how much petroleum waste are causing harm for the environment, it is our responsibility to be caring how to build our planet without harming the green atmosphere.

Coast should also be controlled regarding manufacturing process during the company's improvement plan. Anyhow, it will take eleven stages to build the perfect operational plan and using the correct tools in the correct timing and also for the perfect purpose.

Operational Action Plan

- Gathering Information.
- Analysis of system defect.
- Analysis of risk.
- Planning new system operation.
- Buying new tractors.
- Training employee to full efficiency of use.
- New pricing for rental plan.
- Advertisement to targeted clients.
- Organizing the process of rental tractors.
- Processing the disposal plan.
- Planning loyalty program.

Industrial Disposal Plan

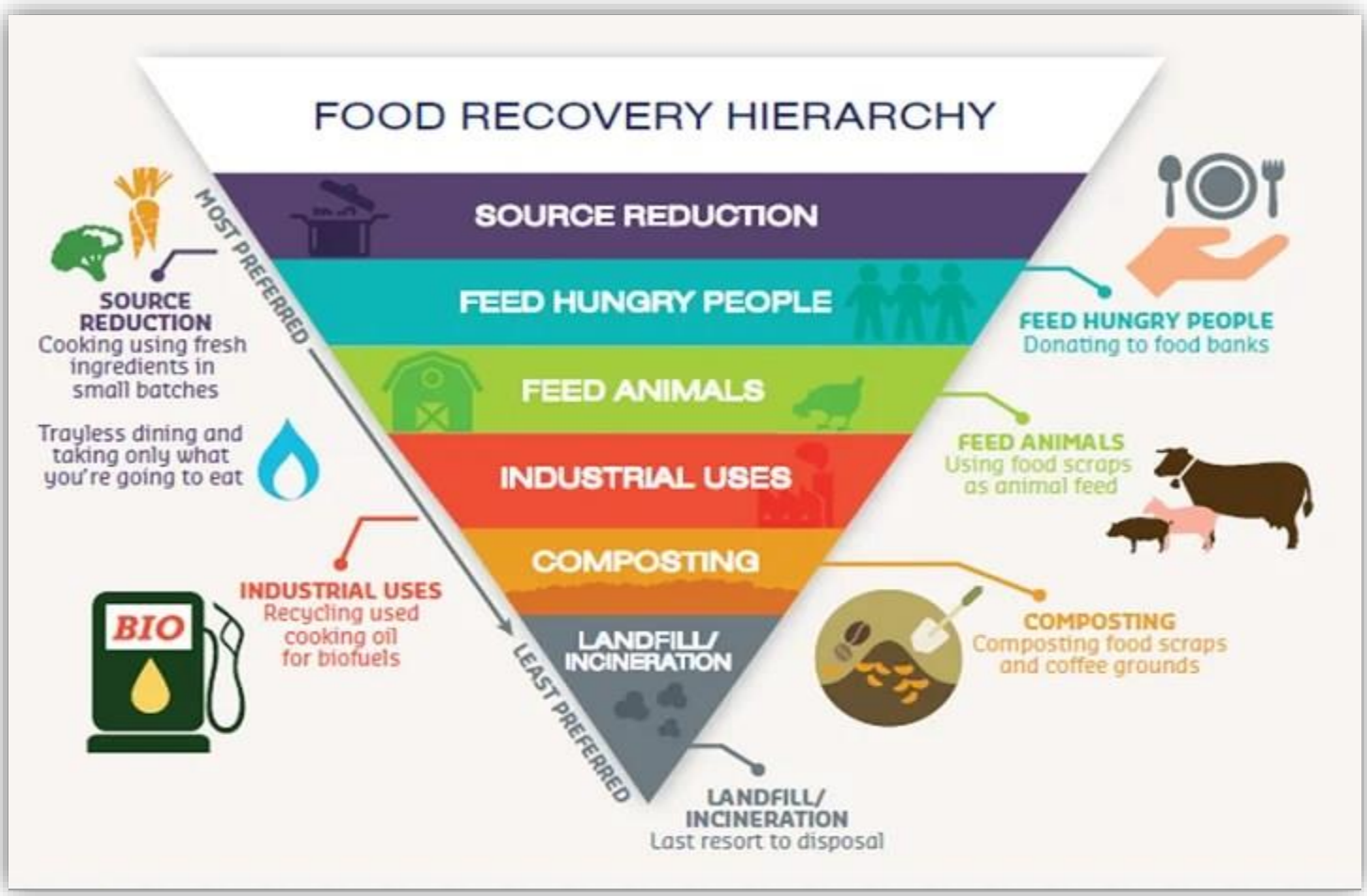
Our commitment to clients is to use our expertise and provide the knowledge in expediting the highest quality equipment at the best value and to be a time saving and cost-effective alternative to new machinery. Tractor Company has an amazing experience in the irrigation and mining industries. In addition, it has worldwide resources to disassemble, ship and erect machinery to destination globally. And we know globally consumption for petroleum-based industry is making a harmful environmental damage. It is counted as one of the main reasons for our planet destruction during long term usage. That is a strong reason to work on a new planning area in which the main goal is to protect our universe from our own facilities. How can we determine the perfect consumption of petroleum that will have zero effect on mother earth?

Or even to minimize its danger? Considering that we are using these tractors to build greener country, also producing high quality food products. The question should be answered regarding balanced comparison. Planting an organic vegetable production. Export externally to other countries and also indoor sale. Surplus production to be distributed as cooked meals for Hungry poverty. Using food leftover as animal feed then composing more scraps for new planting. On the other side, recycled cooking oil will be beneficiary used as a replacement for tractors operation. It's a win win deal. Resulting a grateful customer and healthy environment and successful company.

Another factor to use, to Change the oiled engine and filter every 75 to 100 hours. Or once a season. Change the hydraulic oil and fuel filter every 300 hours. Some tractors have a hydraulic filter, but most have a screen on the suction side of the pump. The suction side is the large steel line going from the reservoir to the engine mounted pump. If you are in a dusty area you may want to change your air filter every year or more.

Benefits of Reducing Wasted FOOD.

1- Beneficial for businesses, organizations.
2- Saving money from buying more food.
3- Reduces methane and minimizing carbon consumption.
4- Conserves energy, preventing pollution in manufacturing and transporting, and also selling food (moreover, moving the food waste and then lifting it).
5- Supports the community by donating food which would be gone to waste for poor community consumers.



Greener Alternative to traditional process

Our vision is to provide alternative solutions that doesn't cost the earth.

"Organic agriculture is the production of management system which promoted ago-ecosystem healthy, including biodiversity, biological cycles, and soils biological activities. It emphasizes the use of the management practices as preferred to the use for off-farm inputs, considering that regional weather require local organized systems. This is accomplishment by using, agronomic, biological, and mechanical methods too, as opposed to using the synthetic materials, to fulfil any specific function within the system." There are many explanations and definitions for the organic agriculture, but all are converged to the state that it is a system that relies on the ecosystem managemental rather than external agricultural. It is a system that begins to consider potential

environmental results and social impacted by eliminating the use of synthetic inputs, such as synthetic fertilizers and pesticides, veterinary drugs, genetically modified seeds and breeds, preservatives, additives, and irradiation. These are replaced with site-specific management practices that maintain and increase the long-term soil fertility and prevent pest and diseases.

Destructive production is the key element to process a limited level of defect. It depends on testing the process till we reach almost perfection. Representing lower risk test is our goal. Never forgetting the possibility of error during the operation. But once the sample size is high, we'll figure lower count of errors. Also, it's effected by the population among tested area.

Nowadays, once we are providing new way of production and making a higher expectation to represented product, we will be highly efficient and lowering resources. Numbers are the perfect input to evaluate our progress. In this case, usage of our resources and being compared to production level and also quality of products. Of course, population have a huge effect too. Cause the consumption of tractors lease is depending on how many working labors need our product. And how many of them cares about greener environmental effects. Our targeted consumer is highly caring for their land healthiness. Their families living on land and their mood is affected by how much land is healthy green. It's more of cultural background more than learned. We must care to test the production if it is satisfactory for our clients or need more improvement. We'll take a sample from organic vegetables and fruits, to be tested many times so we can provide approved theoretical numbers. Sample sizes affect the confidentiality of results. Otherwise, randomly tested sample will damage the results.

Organic farming is an agricultural system that uses ecologically based pest controls and biological fertilizers derived largely from animal and plant wastes and nitrogen-fixing cover crops. Modern organic farming was developed as a response to the environmental harm caused by the use of chemical pesticides and synthetic fertilizers in conventional agriculture, and it has numerous ecological benefits.

The continued growth in Organic Farming practices requires fertilizer inputs that comply with internationally regulated standards.

Thinking also about transportation process while managing the operation of agriculture or animals transfer from one place to another. All details must be considered to deliver the best result by quality and quantity and also minimizing the coast. Like making experiments or a questionnaire to clarify the customers' needs and expectations. It will be a guidance to point the main goal extracted by a visionary experienced tools which used by an experienced consumer too. Best supplier is the one worked as consumer!

Conclusion

An operations manager is a key part of a management team and oversees high-level duties, such as attracting talent and setting training standards and all procedures. They also analyze and improve organizational processes, and work to improve quality, productivity, and efficiency.
They are sometimes known as a chief operating officer or COO.
Operations management (OM) is the administration of business practices to create the highest level of efficiency possible within an organization. It is concerned with converting materials and labor into goods and services as efficiently as possible to maximize the profit of an organization. Operations management teams attempt to balance costs with revenue to achieve the highest net operating profit possible.

We started by the analysis of operational management description and responsibilities arrangements. To which the company needs. We created an industrial streamline to guide the big green company pass the lower operational lines and fixing the current defect which caused the loose of revenue during time. Timeline target was built upon 5 years planning. We also set a new target to reach by revenue calculation and also strategic process to build up new company's production line, including how to process the production and which tractors are suitable for the technology line. The creation of action plan helped to ease the process and moving from scratch toward step by step till reaching the goal of our target. While thinking of the process of planning, we also thought of the disposal plan to minimize the planet damage effects. How to use the sub petroleum material and how to dispose it too. Also we mention the planning method how to use organic planting then using the same products for fertilizing new plants and feeding farms' animal.
This way of working eco-friendly will protect our planet from any harmful effects that might cause global destruction on long term years. It's our land, it's our responsibility.
However, all the plans that we are making, cannot be processed unless we cooperate with our clients toil we receive the best feedback of our services. As we all know that the client retention is the most important factor for business success.
As we discussed before, the improvement determines minimizing the coast paid during the operation. But it should not affect the production quality. Making a perfect study to control the process and testing the input and output will give an accurate result and avoiding any defected procedure. Which will directly impact the customer satisfaction and retention.

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