

CHAPTER II

GENERAL DESCRIPTION

A. Company Profile

1. History

The Pullman name was taken from American Engineer and Industrialist, Mr. Georges Mortimer Pullman who found a railroad sleeping car for each passenger and marketed as "luxury for the middle class." In 1867, Pullman introduced his first "hotel on wheels," a sleeper car with an attached kitchen and dining car. The food rivaled the best restaurants of the day and the service was impeccable (National Park Service website, 2017).



JAKARTA CENTRAL PARK

Figure 2.1. Pullman Jakarta Central Park Logo

After George Pullman passed away in 1897, Robert Lincoln replaced him as the president. The company closed the factory in Chicago and bought Standard Steel Car Company in 1930, which became famous with Pullman Standard Car. The company stopped the production after the production of Amtrak Superliner car in 1982 and the rest of the designs was bought by the competitor, Boombardier, in 1987. In 1992, Pullman started in hospitality industry and cooperated with Accor Hotels group which uses Pullman's name until now (Wicaksono, 2015). Pullman as an upscale hotel brand is located in 41 countries with 136 hotels (Accor, 2020). In Indonesia, Pullman hotel's first building is Pullman Bali Legian Nirwana which was officially opened in February 11th, 2011. Pullman Jakarta Central Park was officially opened in November 2011. The third is Pullman Jakarta Indonesia hotel which was the renovation from Nikko Hotel and lastly is Pullman Ciawi Vimala Hills Resort Spa and Convention Hotel.



Figure 2.2. Pullman Jakarta Central Park

Pullman Jakarta Central Park is the first of international five star hotels in West Jakarta. It is located directly in a strategic and dynamic business district surrounded by malls, office buildings, and apartments. It only takes 30 minutes to Soekarno Hatta Airport. The hotel was introduced in 2007 and the building was designed in November 2010 with semi urban contemporary art and industry raw concept, a cross between hotel and modern art museum.

2. Facilities

This hotel had been getting diverse awards, such as Best Business Hotel in Indonesia, Best New Hotel Construction and Design for Indonesia, The Platinum Winner of the Prestigious A' Design Award in the Hospitality, Green Hotel Award, and Best of Luxury Hotel in 2013. Pullman Hotel Central Park has 317 rooms consist of 195 Deluxe, 67 Executive Deluxe, 54 Executive Suites, and 1 Central Park Suite (Skyscanner, 2014). Herewith the explanation of each type of room:

a. Deluxe Bed Room



Figure 2.3. Deluxe Single Size Bed



Figure 2.4. Deluxe Queen Bed

b. Executive Deluxe (Lounge Access)



Figure 2.5. Executive Deluxe

c. Executive Suite (Lounge Access)



Figure 2.6. Executive Suite

The room is 32sqm with rain shower in bathroom, 32' LCD TV, yoga mat, complimentary local calls, praying mat, iron and iron board, sofa, trouser press, hairdryer, tea and coffee machine, minibar, iPod docking stations, safety box, free internet access, exclusive amenities, and safety laptop box (Pullman, 2020).

The room and facilities are the same with deluxe bed room. The different is only that the guests get free access to executive lounge.

The room size is 68sqm with facilities similar with executive deluxe room, but this room has 2 LCD TV (32' and 42'), separate living room, and bath tub.

d. Central Park Suite (Lounge Access)



Figure 2.7. Central Park Suite

The room size is 135sqm. The facilities are similar with executive suite room but it has two king beds.

e. Executive Lounge



Figure 2.8. Executive Lounge

Guest can enjoy for breakfast, hi tea and evening cocktail in here. It opens every day at 06.30 to 10.30 p.m.

f. Bunk Lobby Lounge



Figure 2.9. Bunk Lobby Lounge

Guest can enjoy teas, coffees, all day light meals, signature cocktails, tapas sized bites, and mocktails in here with urbane atmosphere. It opens on Monday to Wednesday at 07:00 – 24:00, Friday to Saturday at 07:00 – 01:00.

g. Collage All Day Dining



Figure 2.10. Collage All Day Dining

Collage All day dining is located in 12th floor which offered cuisine buffet and a la carte for breakfast (06.00-10.30 a.m.), lunch (12.00-03.00 p.m.), and dinner (06.00-09.30 p.m.). Guest can choose indoor in section A, B, C, Dor outdoor (smoking area). In here, there are a lot of

international (Italy, French, India, Japanese, Chinese) and local menus. The price starts from Rp. 328.000nett and guests who are Credit Card BCA users or hold Accor membership can get a special discount.

h. Swimming Pool



Figure 2.11. Swimming Pool

The only outdoor swimming pool is located on the left side of Collage All Day Dining. It opens at 06.00 a.m. to 09.00 p.m.

i. Fit and Spa Lounge



Figure 2.12. Fit and Spa lounge

Fit and Spa Lounge is located at 1st floor. Guest can enjoy various massage, aromatherapy, and sauna. Guests can get free 30-minute body scrub for every purchase of a 90 minute massage. It opens at 06.00 a.m. to 10.00 p.m.

j. Grand Ballroom



Figure 2.13. Grand Ballroom

The Pullman Jakarta Central Park Grand Ballroom has the size of 4586sqm which can accommodate people up to 5000pax.

k. Pre-Function Pullman Grand Ballroom



Figure 2.14. Warhol 1&2

The Pre-function Grand Ballroom can accommodate up to 140 people for business social events. Axel, Blake, Warhol 1, Warhol 2, Warhol 1&2, Drexler, Hamilton are for the function hall names.



Figure 2.15. Axel

l. Gym



Figure 2.16. Gym

The gym room is called Fit Lounge. Gym lounge always opens every day for 24 hours.

m. Business Center



Figure 2.17. Business Center

The business center in Pullman Jakarta Central Park is called Chill Out Space. The location is between of Collage All Day Dining Restaurant and Ballroom at 12th floor.

B. Organizational Structure of Company

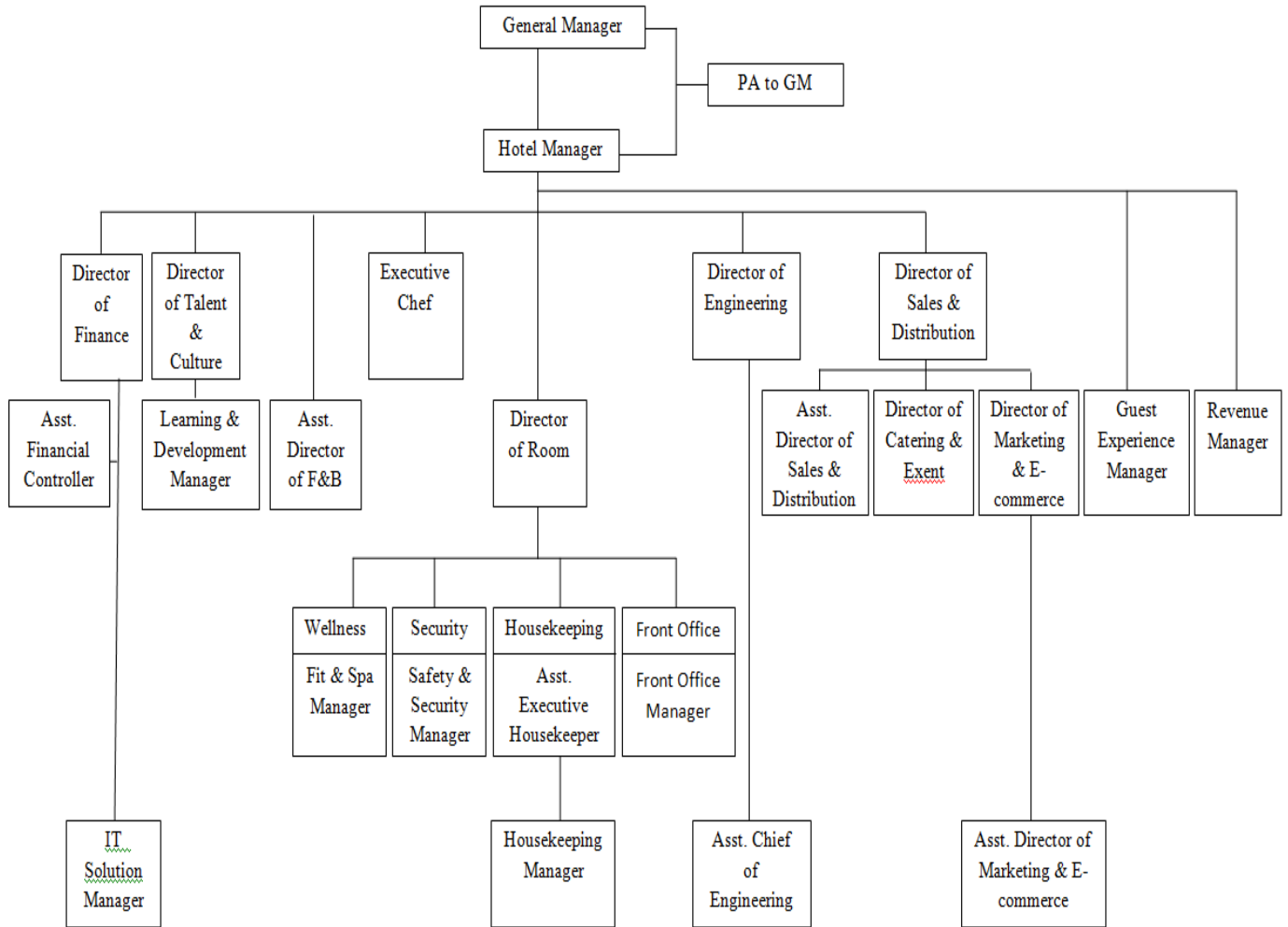


Chart 2.1. Organizational Company Chart

The hotel is owned by Accor Hotels and managed by Mr. Rhys Challenger and assisted by Ms. Febilia Seviani as General Manager Personal Assistant. As Hotel Manager, Mr. Luis Garcia manages six Directors such as Director of Finance, Director of Talent and Culture, Assistant Director of Food and Beverage, Executive Chef, Director of Room, Director of Engineering, Director of Sales and Contribution. The Hotel Manager also directly handles two managers; Guest Experience Manager and Revenue Manager which both positions are very important for hotel. Director of Finance is assisted by Assistant Financial Controller and manages the IT Solution Manager. Director of Talent and Culture manages Learning and Development Manager. Director of Talent and Culture manages Learning and Development Manager. Assistant Director of Food and Beverage leads the Food and Beverage Manager with banquet manager. The Executive Chef leads the Kitchen Head staff.

Director of Room leads Fit and Spa Manager, Safety and Security Manager, Assistant Executive Housekeeper, and Front Office Manager. Director of Engineering manages the Assistant Chief Engineering. Director of Sales and Contribution manages Assistant Director of Sales and Contribution, Director of Catering and Event, Director of Catering and Event, Director of Marketing and E-Commerce.

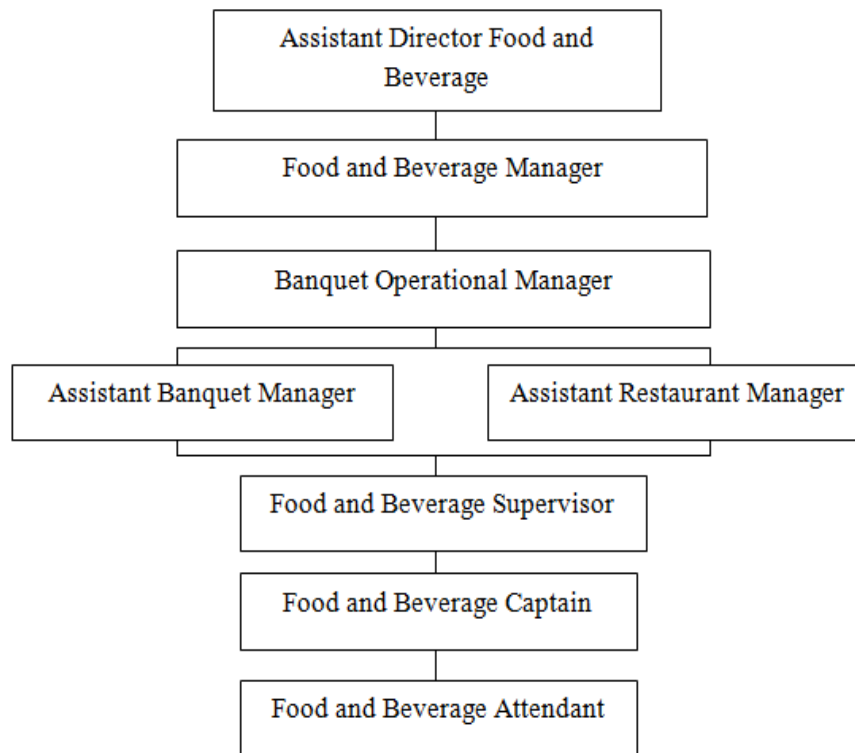


Chart 2.2. Food and Beverage Service Organizational Structure

The duties for each position are as follow:

1. Assistant Director Food and Beverage

Assistant Director Food and Beverage is the highest position at Pullman Central Park for Food and Beverage Service Department. This position is responsible to manage, to analyze, and to decide the Food and Beverage Service plan. The Assistant Director Food and Beverage Service duties are:

- a. Analyze, evaluate and coordinate a plan to gain profit in food and beverage
- b. Analyze about the competitor in food and beverage
- c. Decide the operational cost control in Food and Beverage Department

- d. Arrange the Food and Beverage Service, Food Production, and Stewarding budget
- e. Set the menu, sales strategy, directing implementation, and evaluate the achievement
- f. Hold a briefing and meeting with manager and supervisor

2. Food and Beverage Manager

Food and Beverage Manager is the person who is responsible in maintaining and leading food and beverages operational with standard procedures. Food and Beverage Manager usually performs the following tasks:

- a. Monitor the Assistant Restaurant Manager and Restaurant Supervisor performance in restaurant
- b. Revise the menu
- c. Hold a daily briefing
- d. Check, monitor, and analyze the restaurant with other competitor
- e. Set a strategy to sell the food and beverages
- f. Set the price strategies plans
- g. Formulate policy management control food and beverage operational cost
- h. Make sure program/event implementation in restaurant running well
- i. Help to create and check monthly report to Food and Beverage Sales

3. Banquet Operational Manager

- a. Responsible with all operational in banquet until closing
- b. Do a coordination with other department
- c. Control and give direction to staff during work
- d. Handle the administration according to covenant with guest, reserving goods or instrument, schedule, etc.

4. Assistant Banquet Manager

- a. Assist the Banquet Operational Manager based on standard operational procedures
- b. Control the attendance of staff banquet
- c. Create a schedule for banquet staff
- d. Assume the responsibility of manager when unable to attend.

5. Assistant Restaurant Manager
 - a. Create a schedule
 - b. Control staff operational schedule
 - c. Divide duties for each restaurant staff everyday
 - d. Be directly responsible to Restaurant Manager
 - e. Replace the Restaurant Manager duties and daily meeting/briefing if the manager not come
 - e. Monitor the store room
 - f. Check food and beverage supplies
 - g. Give directions and guided subordinate
 - h. Handling the complaint case which need handling direct and reported to Restaurant Manager.
6. Food and Beverage Supervisor
 - a. Maintain all operational trainee and staff during work
 - b. Check employee and trainee existence
 - c. Check food and beverage supplies
 - d. Create a restaurant operational report periodically
 - e. Make sure implementation standard operational procedure and rules running well
 - f. Solve the problem with good action
 - g. Check buffet arrangement.
7. Food and Beverage Captain
 - a. Check restaurant reservation
 - b. Check and make sure the *mise en place* always complete
 - c. Responsible for all restaurant chinaware, crockery, cutleries, and trolley
 - d. Monitor the food and beverage attendant disciplinary and work as standard operational procedure
 - e. Responsible for restaurant team work
 - f. Regulate division restaurant section
 - g. Check buffet arrangement.

8. Food and Beverage Attendant

In food and beverage attendant divide into two:

- a. Front service area: In front service area, there are a lobby ambassador, restaurant captain, greeter, hostess, waiter, egg runner, buffet runner, bartender, and barista. Restaurant captain is responsible to manage restaurant operational activities and to direct the services attendants/waiters. A greeter has to stand by in front of hostess counter. She/he needs to always smile and greets the guest politely. A hostess also has to greet the guests, takes note of the guest room number list and makes sure the guests in restaurant is same with pax data list from front office or restaurant reservation. The hostess also needs to escort guests to the table, allows the guest to sit (woman first), unfolds guest napkin, offers beverage, and settles payment for walk-in guest restaurant. Waiter should prepare the restaurant, set up the table, serve the beverage and a la carte order, and clear up table. Egg runner is responsible to take a note for egg orders and serve them to the guest table. Bartender is responsible to make a juice and to serve Bali Hi Beer every Friday to Saturday. Barista is responsible to make coffee based on the order.
- b. Back service area: In this area, the food and beverage attendants are responsible to polish the cutleries, chinaware, and crockery. Busboy is responsible to clear away the dirty dishes. The people who are incharge in back area have to make sure that the area always clean and natty.