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CHAPTER II

COMPANY GENERAL INFORMATION

A. Company Profile

1. History


In 1991 the establishment of Century Park Jakarta Hotel and officially opened on 30 December 1991. In 2003 precisely January 1, Century Park Hotel Jakarta was managed directly by PT. Krida Overlay Linga.







Figure 2.1

Logo of Century Park Hotel



2. Facilities

No	Room Type	Description
1	 Figure 2.2 Deluxe Room	Designed in contemporary style, this light and airy room features a plush king or twin bed, a work desk, high-speed broadband and wireless Internet access, and modern bathroom with shower.

2	 <p>Figure 2.3 Executive Room</p>	<p>Our Executive Rooms are spacious, elegant and decorated with warm earth tones colours. These well-appointed rooms enjoy comfortable feel with neutral colour palette of the sofa, coffee table and a working desk.</p>
3	 <p>Figure 2.4 Premium Room</p>	<p>This room is an ideal choice for guests who are looking for a high level of privacy, personalized service and access to our Premium Lounge. Premium rooms are located on 15th to 17th floor, giving the best view of the city skyline.</p>
4	 <p>Figure 2.5 Junior Suite</p>	<p>Situated on the 16th and 17th floor, this spacious 80 sq metres suite offers modern minimalist decor that complements lounge and work areas, modern bathroom with bathtub and walk-in shower.</p>
5	 <p>Figure 2.6 Century Suite</p>	<p>At our new spacious 120 sqm Century Suite, feel relaxed and taken care of whether you're here for an extended stay or just a night. With two bedroom and separate living room, you've got plenty of room for family, work or both. Other features include kitchen area with dining room, refrigerator, a walking-closet, 2 shower bathrooms and a bathtub. So make yourself right at home.</p>

6	 <p data-bbox="395 421 624 488">Figure 2.7 Presidential Suite</p>	<p data-bbox="762 172 1311 530">This spacious 160sq metres Presidential Suite is located on the top floor with views of the leafy Senayan complex and city skyline. With an adjoining kitchen and living space that can seat up to 12 guests, this Jakarta hotel suite is a perfect place for entertaining and relaxing.</p>
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Table 2.1 Room type

No	Restaurant& Lounge	Description
1	 <p data-bbox="437 1059 574 1126">Figure 2.8 Dapur</p>	<p data-bbox="754 819 1319 1066">Dapur serves authentic Indonesian food and decorated with a combined batik pattern and other traditional element and dominated in wood giving a warm homey Feel</p>
2	 <p data-bbox="392 1395 620 1462">Figure 2.9 100 Eatery & Bar</p>	<p data-bbox="754 1155 1319 1346">This restaurant It is usually used for breakfast and also used for wedding and provide venue in the outside is used for socializing venue and smoking area</p>





3	 <p>Figure 2.10 Nizaemon</p>	Serve Japanese Food and Decorated with Wood and dominated by brown bamboo to giving a realistic sense in Japanese
4	 <p>Figure 2.11 Sweet Corner</p>	Usually used to enjoy a cup of delicious fresh brewed coffee and delectable cakes and pastries
5	 <p>Figure 2.12 Anjaya Lounge</p>	To provide breakfast , afternoon tea , and dinner for VIP guest and give the senayan green complex view to the guest to make the guest feel more cozy and relax
6	 <p>Figure 2.13 Gazeboo Pool</p>	Provide Beer, soft drink juices and cocktail to relax and enjoy the pool during in the swimming pool or near the pool area

Table 2.2 Restaurant & Lounge








No	Outdoor Facilities	Description
1	 <p data-bbox="491 409 697 477">Figure 2.14 Swimming Pool</p>	Operation time is open at 06:00 am until 10:00 pm. Near swimming pool area usually used for birthday party or another party
2	 <p data-bbox="507 728 681 795">Figure 2.15 Tennis Court</p>	Operation time is open at 06:00 am until 10:00 pm and Usually used for Zumba dance and tennis practice

Table 2.3 Outdoor facilities

No	Meeting Room	Description
1	 <p data-bbox="379 521 654 589">Figure 2.16 Kridangga Ballroom</p>	Located in 1 st floor, this room usually for conference or wedding and the maximum capacity of this room is 550 pax
2	 <p data-bbox="395 786 638 853">Figure 2.17 Ksatria Arya Wira</p>	Located in 1 st floor, this room usually for meeting and the maximum capacity of this meeting room is 150 pax
3	 <p data-bbox="438 1068 592 1135">Figure 2.18 Atanaya</p>	Located in ground floor, this room usually for meeting and the maximum capacity of this meeting room is 90 pax
4	 <p data-bbox="438 1429 592 1496">Figure 2.19 Nirada</p>	Located in ground floor, this room usually for meeting or party and the maximum capacity of this meeting room is 200 pax
5	 <p data-bbox="367 1753 668 1821">Figure 2.20 Private room/ Brannah</p>	Located in 17 th floor, this room usually for private meeting, wedding, or party and the maximum capacity of this meeting room is 150 pax


6	 <p data-bbox="438 407 587 472">Figure 2.21 KapuLaga</p>	<p data-bbox="774 89 1329 224">Located in ground floor, this room usually for meeting or presentation and the maximum capacity of this meeting room is 14 pax</p>
7	 <p data-bbox="438 703 587 768">Figure 2.21 KapurSirih</p>	<p data-bbox="774 477 1329 611">Located in ground floor, this room usually for meeting or presentation and maximum capacity of this room is 24 pax</p>
8	 <p data-bbox="438 1003 587 1068">Figure 2.22 KunyitPutih</p>	<p data-bbox="774 777 1329 911">Located in ground floor, this room usually for meeting or presentation and maximum capacity of this room is 6 pax</p>

Table 2.4 Meeting room

B.Organizational Structure of the Hotel

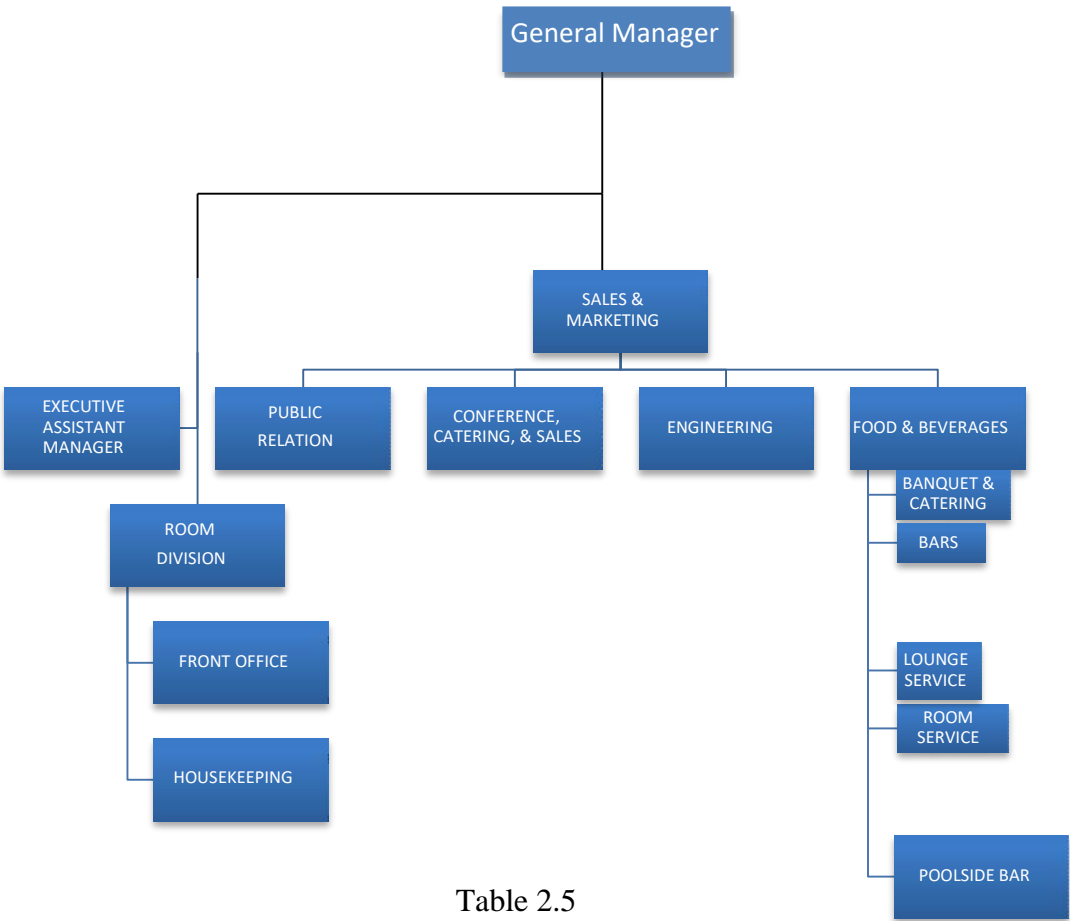


Table 2.5

Organizational Structure

1. Duties and responsibilities staff in hotel:

a. General Manager

- 1.) Meeting the guest and create a good communication with them.
- 2.) Searching, training, maintaining, and monitoring the staff performance.
- 3.) Doing the regular inspection to make sure the hotel operation works well.
- 4.) Receiving all the report from all department and look after it.
- 5.) Analyzing, managing, and maintaining the hotel's financial and budget.

b. Executive Assistant Manager

- 1.) As the second hand of the General Manager.
- 2.) Assisting the General Manager while handling the hotel's operational.
- 3.) Monitoring every guest's feedback through any platforms.
- 4.) Helping General Manager in selecting for the staff.
- 5.) Providing the administrative and operational report to the General Manager.

c. Room Division

- 1.) Managing the General operation of the hotel.
- 2.) Analyzing, managing, and maintaining the financial and budget of the room division.
- 3.) Making a report about the overall room division operational system to the General Manager.
- 4.) Managing the division under room division department which is the housekeeping & front office department.
- 5.) Making plan to maximize revenue.

d. Sales & Marketing

- 1.) Responsible of room sales in the hotel to the corporate guest.
- 2.) Making a plan how to reach the market and sell the product.
- 3.) Developing new product or program that reach new market.
- 4.) Making report to the General Manager.
- 5.) Keeping a good connection with stakeholder.

e. Engineering

- 1.) Checking of all engine in the hotel and maintaining it regular.
- 2.) Ensure all the engine in the hotel works well.
- 3.) Managing the budget and financial of engineering department.

- 4.) Hiring and monitoring the staff's performance.
 - 5.) Making a report to the General Manager.
- f. Food & Beverages
- 1.) Managing the food and beverages operation in the hotel based on the hotel standard.
 - 2.) Delivering a high class and luxury service to the guest.
 - 3.) Hiring and monitoring all the staff.
 - 4.) Making a plan to maximize the revenue.
 - 5.) Making a report to the General Manager.

2. Front Office Organizational Chart



Table 2.6 Front Office Department Organizational Chart

Duties and Responsibilities:

- a. Front Office Manager (FOM)
 - 1.) Making schedule of the task of all the front office staff.
 - 2.) Evaluate the job performance of front office staff.
 - 3.) Conducting training program
 - 4.) Resolving the guest problems.
 - 5.) Ensuring all the front office staff followed the SOPs (Standard Operating Procedures)
- b. Assistant Front Office Manager
 - 1.) Assist FOM in handling and overseeing the front office operators in absent of the Front Office Manager.
 - 2.) Ensuring all the grooming standard is fulfill by all the staff in Front Office Department.
 - 3.) Ensuring FOM is well informed about FO operation.

- 4.) Compiling and checking departmental schedule.
 - 5.) Making sure all the staff attending briefing.
- c. Duty Manager
- 1.) Greeting the VIP guest of the hotel.
 - 2.) Assisting the VIP arrival and departure in absence of Guest Relation Officers.
 - 3.) Checking all the cleanliness of the lobby and public areas.
 - 4.) Checking registration cards of arriving guest.
 - 5.) Giving instructions to the night reception regarding walk in guest.
- d. Operator
- 1.) Answering all the incoming calls from outside and inside hotel.
 - 2.) Answering the queries about the hotel's service and products.
 - 3.) Connecting calls to guest rooms.
 - 4.) Requesting the housekeeping and laundry service from guest.
 - 5.) Requesting for maintained the guest room.
- e. Business Center
- 1.) Providing photocopy, scan, and print document services.
 - 2.) Providing the meeting rooms to the guest.
 - 3.) Renting the computers and projectors.
 - 4.) Selling stationery, folders, stamps, and envelopes.
 - 5.) Providing magazine and newspaper.
- f. Concierge and Bellboy
- 1.) Handling the guest luggage.
 - 2.) Putting the luggage tag at the time of the guest arrival.
 - 3.) Escorting the guest to their rooms.
 - 4.) Delivering messages and packages to the guest in their rooms.
 - 5.) Arranging the transportation for the guest.
- g. Front Desk Agent
- 1.) Ensuring all the customer receive a fast, efficient check in and check out process.
 - 2.) Communicating about the guest request and needs to the engineering and housekeeping departments.

- 3.) Answering guest calls and record details of each conversation for future follow up.
 - 4.) Preparing guest bill and making payment process.
- h. Guest Relation Officer (GRO)
- 1.) Reviewing arrived list to welcome guests.
 - 2.) Attending the special guests and answering their inquiries.
 - 3.) Providing information about amenities, area & venues, and promote services.
 - 4.) Recording information in the logbook daily. 5.)
Offering assistance with certain tasks.
- i. Reservation
- 1.) Receiving and processing the reservation request of future guests.
 - 2.) Maintaining reservation records by completing reservation forms, sending reservation confirmation letters.
 - 3.) Processing the reservation from sales offices and departments.
 - 4.) Commutating the reservation information to the reception.