

CHAPTER II

GENERAL DESCRIPTION

A. Hotel's Profile



Figure 2.1 Swissotel Jakarta Hotels Logo

1. History



Swissotel Hotels and Resorts as known as Swissotel are under Accor Group, and one of the best-known for the Swiss brands. Swissotel was founded on 1981 as a joint group from Swissair and Nestle group. In 2001 Swissotel was sold to Raffles Holding Limited because the serious financial difficulties, acquired Raffles International Limited the company owned both the Raffles and the Swissotel. People known Swissotel as a Swiss brands offers hotels and resorts by using the freshness and vitality drinks like fresh mixed juices and fresh mixed healthy vegetables food, and rooted in the tradition of Swiss hospitality. Swissotel is a worldwide hotel area served which operates 37 hotels in 17 countries, the chain hotel was owned by Accor group and the first corporate office and hotels for Swissotel located in Zurich Airport on Switzerland. When 2018 Swissotel was opened the first chain hotel on Jakarta, the founder is Sir Alex Kusuma the CEO of Agung Sedayu Retail Indonesia (ASRI), Agung Sedayu is a leading property development company based in North Jakarta, founded in 1971 specialize in property development as a business and one-stop living solution by providing ideal comfort and convenience for a modern lifestyle.

2. Facilities

Describe in details the hotel facilities such as: Room Type, Restaurant, Meeting Room and the other facilities support.

Table 2.1

Rooms in Swissotel Jakarta PIK Avenue

No.	Room Type	Description
1.	 <p>Figure 2.2 Premier Room</p>	The room is 27 m ² /291 ft ² , with one king size bed or two single beds with city view, the rate starts from IDR 1.500.827.
2.	 <p>Figure 2.3 Swiss Advantage Room</p>	The room is 27 m ² /291 ft ² , with one king size bed or two single beds with bay view, the rate starts from IDR 1.650.827.








3.	 <p style="text-align: center;">Figure 2.4 Swiss Grand Suite Room</p>	<p>The room is 72 m²/775 ft², with one king size bed or two single beds with bay and city view, the rate starts from IDR 3.352.893.</p>
4.	 <p style="text-align: center;">Figure 2.5 Swiss Prestige Suite Room</p>	<p>The room is 88 m²/947 ft², with one king size bed or two single beds with bay and city view, the rate starts from IDR 3.752.893.</p>
5.	 <p style="text-align: center;">Figure 2.6 ST. Gallen Presidential Suite Grand Room</p>	<p>The room is 216 m²/2325 ft², with one king size bed or two single beds with bay and city view, the rate starts from IDR 41.602.892</p>
6.	 <p style="text-align: center;">Figure 2.7 ST. Moritz Presidential Suite Grand Room</p>	<p>The room is 216 m²/2325 ft², with one king size bed or two single beds with bay and city view, the rate starts from IDR 41.602.892</p>

Table 2.2
Food and Beverage outlets

No.	Food and Beverage outlets	Description
1.	 <p style="text-align: center;">Figure 2.8 The Chinese National Restaurant</p>	<ul style="list-style-type: none"> - Opening Hours 07.00 – 21.00 (Open for breakfast, lunch, and dinner from Sunday – Saturday). - Serve Asian, Western, and Italian dishes. - Seating capacity 400+ Pax
2.	 <p style="text-align: center;">Figure 2.9 Summers at The Pool Restaurant and Bar</p>	<ul style="list-style-type: none"> - Opening Hours 10.00 – 22.00 (Open for breakfast, lunch, and dinner from Sunday – Saturday). - Serve Asian, Western, and Italian dishes. - Serve Cocktail, Mocktail, Juice, Tea, Coffee drinks - Seating capacity 60+ Pax
3.	 <p style="text-align: center;">Figure 2.10 Brown Milk Restaurant and Bar</p>	<ul style="list-style-type: none"> - Opening Hours 09.00 – 21.00 (Open for breakfast, lunch, and dinner from Sunday – Saturday). - 24 Hours service for delivery - Serve Asian and Western dishes. - Serve Cocktail, Mocktail, Juice, Tea, Coffee drinks - Seating capacity 30+ Pax




4.		<ul style="list-style-type: none"> - Opening Hours 18.00 – 02.00 (from Sunday – Saturday). - Serve Cocktail, Mocktail, Juice, Tea, Coffee drinks - Seating capacity 100+ pax
<p>Figure 2.11 Letterpress Bar</p>		

Table 2.3

Sport

No.	Outlet	Description
1.	 <p style="text-align: center;">Figure 2.12 Main Pool</p>	<p>The main pool is nearby by the pool bar called Summers at The Pool, the towels are provided and the depth 135 cm for the pool. The pool opens at 06.00 – 18.00.</p>
2.	 <p style="text-align: center;">Figure 2.13 Kids Pool</p>	<p>The kids pool is beside the main pool, the depth 35 cm for the pool and the towels are provided. The pool opens at 06.00 – 18.00</p>







<p>3.</p>		<p>Purovel spa located near Summers at the pool and Main pool area. The spa opens at 09.00 – 18.00, they provide a lot of treatments, starting from massages, body scrubs, and facials.</p>
<p>4.</p>		<p>It opens 24 hours, the fitness sports club has a city view, they provide lockers, sauna room, and steam room and it also has a lot of sports equipment.</p>





Figure 2.14
Purovel Spa and Sport

Figure 2.15
Fitness Centre

Table 2.4

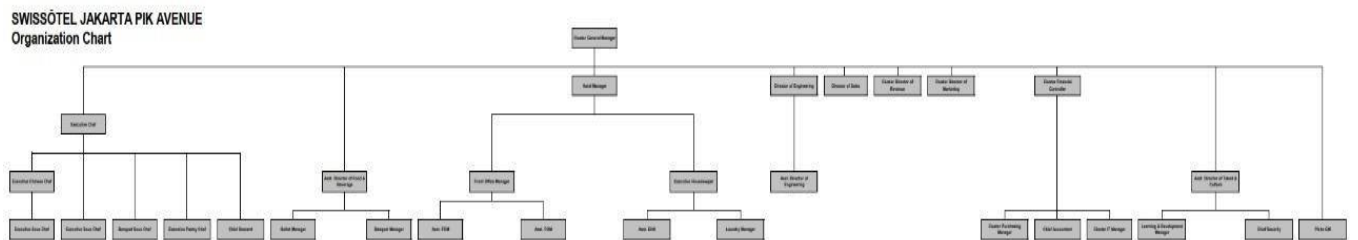
Ballroom and Meeting Room

No.	Outlet	Description
1.	 <p data-bbox="493 596 675 659">Figure 2.16 Grand Ballroom</p>	<p data-bbox="886 399 1377 613">The grand ballroom is combined by Geneva, Zurich, and Lausanne ballroom, the grand ballroom can reach 3000 person and can make any settings such as wedding, theatre, school room, conference, and u-shape.</p>
2.	 <p data-bbox="483 945 685 1008">Figure 2.17 Geneva Ballroom</p>	<p data-bbox="886 672 1380 814">Geneva ballroom can reach 1000 person and can make any settings such as wedding, theatre, school room, conference, and u-shape.</p>
3.	 <p data-bbox="493 1274 675 1337">Figure 2.18 Zurich Ballroom</p>	<p data-bbox="886 1022 1380 1165">Zurich ballroom can reach 1000 person and can make any settings such as wedding, theatre, school room, conference, and u-shape.</p>
4.	 <p data-bbox="470 1623 704 1686">Figure 2.19 Lausanne Ballroom</p>	<p data-bbox="886 1350 1380 1493">Lausanne ballroom can reach 1000 person and can make any settings such as wedding, theatre, school room, conference, and u-shape.</p>

<p>5.</p>	 <p>Figure 2.20 Bern Meeting Room</p>	<p>Bern meeting room can reach 20+ person and can make any settings such as theatre, school room, conference, and u-shape.</p>
<p>6.</p>	 <p>Figure 2.21 Basel Meeting Room</p>	<p>Bern meeting room can reach 50+ person and can make any settings such as theatre, school room, conference, and u-shape.</p>
<p>7.</p>	 <p>Figure 2.22 Lucerne Meeting Room</p>	<p>Lucerne meeting room can reach 30+ person and can make any settings such as theatre, school room, conference, and u-shape.</p>
<p>8.</p>	 <p>Figure 2.23 Lugano Meeting Room</p>	<p>Lugano meeting room can reach 20+ person and can make any settings such as theatre, school room, conference, and u-shape.</p>

B. Organizational Structure

Starting from January 2022, Sean Halpin become the Cluster General Manager of Swissotel Jakarta PIK Avenue and made organizational charts of Swissotel Jakarta PIK Avenue, starting from Cluster General Manager, Hotel Manager, Executive Chef (executive Chinese chef, executive sous chef, banquet sous chef, executive pastry chef, chief steward), Assistant Director of Food and Beverage (banquet manager and outlet manager), Front Office Manager (assistant front office manager), Executive Housekeeper (assistant executive housekeeper, laundry manager), Director of Engineering, Director of Sales, Cluster Director of Revenue, Cluster Director of Marketing, Cluster Financial Controller (cluster purchasing manager, chief accountant, and cluster it manager) and Talent and Culture Manager (learning development manager, and chief security).



Figures 2.24

Organizational Charts of Swissotel Jakarta PIK Avenue Management.

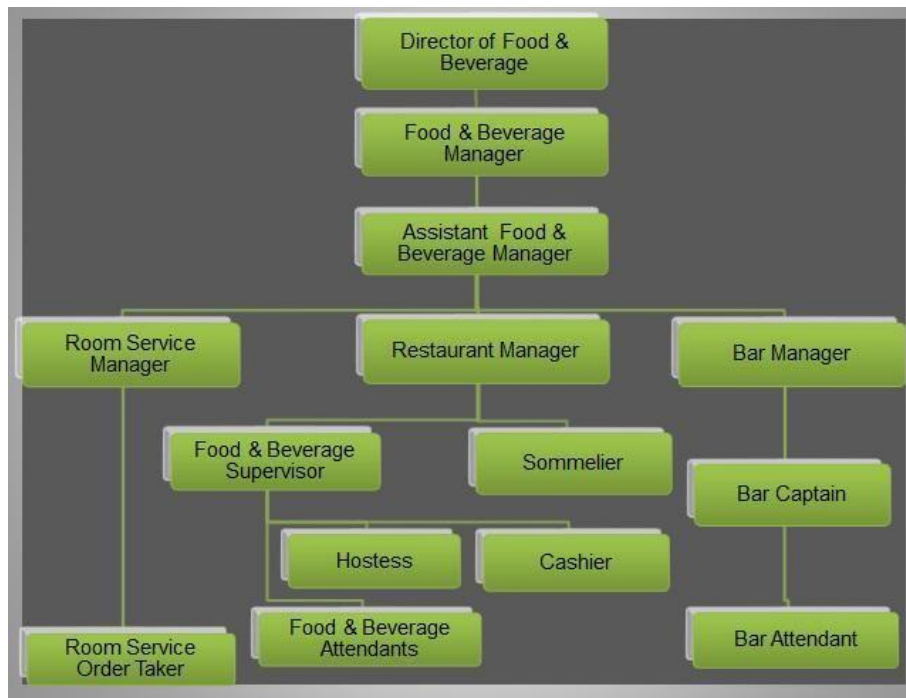


Figure 2.25
Organizational Charts of Food and Beverages

Organizational Charts of Swissotel Jakarta PIK Avenue Explanation

1. Cluster General Manager having a big responsible for directing and evaluating operational activities.
2. Hotel Manager responsible for managing employees and for planning, marketing, and coordinating hotel services.
3. Executive Chef responsible for overseeing kitchen staff and ensuring the quality of food items.
4. Assistant Director of Food and Beverage responsible assist in hiring, training, and discipline employees to achieve departmental objectives in annual budget preparation and expenses management activities.
5. Front Office Manager responsibilities are ensuring timely with accurate customer service and handling complaints with specific customer requests.
6. Executive Housekeeper responsible for supervising the housekeeper operations and delegating tasks to housekeeping staff.
7. Director of Engineering leads the engineering department from hiring and training new team members to managing technology project and preparing the budget of the team.
8. Director of Sales responsible for manages and oversees the sales operation and designing plants to meet targets.
9. Cluster Director of Revenue responsible for maximize revenue, market share, and profits for multiple hotels to the strategic coordination of revenue management process and procedures.
10. Cluster Director of Marketing responsible for planning, directing, and implementing both hotels marketing strategies.
11. Cluster Financial Controller responsible include analysis and financial reporting, budgeting internal audits and controls.
12. Talent and Culture Manager is the central resource for performance support and promotion of an inclusive organizational culture.

Organizational Charts of Food and Beverages Explanation

1. Director of Food and Beverage directs and oversees all aspects of the organization food and beverage planning and service include menu planning and costs, also giving plants with presentation of food and drinks and giving safety quality and standards.
2. Food and Beverages Manager plan, organize, direct, and control the operational of the restaurant, bars and cafeteria with other business that operate serving for food and beverage.
3. Assistant Food and Beverages Manager duties include designing unique menus, handling customer complaints, and complying with food safety regulation.
4. Assistant Director of Food and Beverage responsible assist in hiring, training, and discipline employees to achieve departmental objectives in annual budget preparation and expenses management activities.
5. Room Service Manager responsible for ensure optimal level of service, quality, and hospitality are provided to guest.
6. Room Service Order Taker responsible to coordinate all service requirements addressed to room service department.
7. Restaurant Manager takes many responsibilities starting from recruiting and managing employees, overseeing operations, handling customer complaints, and generating financial reports.
8. Sommelier has extensive knowledge of wine and responsible for advising and recommending to the guests to their personal wine needs, example taste, food, and wine pairing.
9. Hostess responsible for provides menu, take names for reservation, and answer the phone from the guest.
10. Cashier responsible for receiving payments, issuing receipts, and keeping track all cash and credit transaction.
11. Food and Beverage Attendants seat customers, explain menu items, take orders, refill drinks, and clean up the tables.
12. Bar Manager selects and purchase liquor and other supplies to keep the bar running smoothly by handling day-to-day operations, managing resources, and employees.

13. Bar Captain responsible for plan, organize, create drink recipes, and supervise the work of bar staff and other bartenders.
14. Bar Attendant prepare and serve drinks to customer in liquor licensed, they also take care of customer order.