

CHAPTER II

GENERAL DESCRIPTION

A. Hotel's Profile

1. History

In 1937, the name of Ernest Henderson and Robert Moore purchased Stonehaven Hotel in Springfield, Massachusetts, and rename the Hotel as Sheraton Hotel which became the first hotel chain on the New York Stock Exchange in the 1940s. In the 40s the Hotel chain has expanded internationally with the purchase of two Canadian Hotel Chains (Marriot, n.d.).

In 1998 Sheraton Hotels has been acquired by Starwood Hotels & Resorts Worldwide and continued successfully to have 400 hotels in 70 countries in 2008. In 2016 Sheraton becomes one of the hotels that successfully be a part of the largest Hotel Company (Devex.com, n.d.).

Sheraton Grand Jakarta Gandaria City first opened on 15 October 2015 and is owned by PT Pakuwon Group. The hotel is located at a strategic location which is at Jl. Sultan Iskandar Muda, Kebayoran Lama, connected to Gandaria City Mall . Sheraton has a 20th floor with a total of 293 rooms including 30 suites room (Alexander , 2015).

In 2018, Sheraton Grand Jakarta Successfully receive multiple awards which are Luxury Art Hotel, HR Excellence Award, Hotel Of The Year, Food and Beverage Excellence, and Highest Food and Beverage Revenue Growth. In 2019, Sheraton Grand Jakarta receive Best Country Hotel, Best City Luxury Restaurant for Anigre, World Luxury Restaurant Award, and Loved by Guests Award. In 2020, Sheraton Grand Jakarta receive The Best Luxury City Hotel in Jakarta and Traveler's Choice Winner (Jakarta, n.d.).



Figure 2.1
Sheraton Hotel Logo

2. Facilities

Sheraton Grand Jakarta has public facilities that support comfort guests such as:

- a) Lobby: a public place that is most often to be first to see by guests who enter the hotel and often used as a place to meet guests with their family or colleagues, Lobby also became the first place where guests can be able to as information, check-in and check- out



Figure 2.2
Sheraton Lobby

- b) Swimming Pool: Sheraton Grand has an outdoor swimming pool that is open from Monday – Sunday around 06.00-20.00 and is on the 6th floor. Offers cool beverages and snacks at the small bar.



Figure 2.3

Swimming pool

- c) Sheraton Fitness: Located on the 6th floor with direct to the swimming pool, has locker rooms that include a sauna that opens on Monday-Sunday around 06.00-21.00.



Figure 2.4

Sheraton Fitness

- d) Meeting rooms and Ballrooms: The meeting room of Sheraton grand Jakarta has 6 kinds of rooms, 3 meeting rooms are located on the 3rd floor and 3 other meeting rooms are located on the UG floor.



Figure 2.5
Meeting Room

There are 4 function rooms, 1 grand ballroom that can be split into 3 ballrooms and 1 boardroom that located on the 3rd floor, the third ballroom can also be split into 3 meetings room that are Sapphire, Emerald, and Ruby. The grand ballroom can be seat up to 2.500 guests that mostly common booked for wedding events.



Figure 2.6
Grand Ballroom

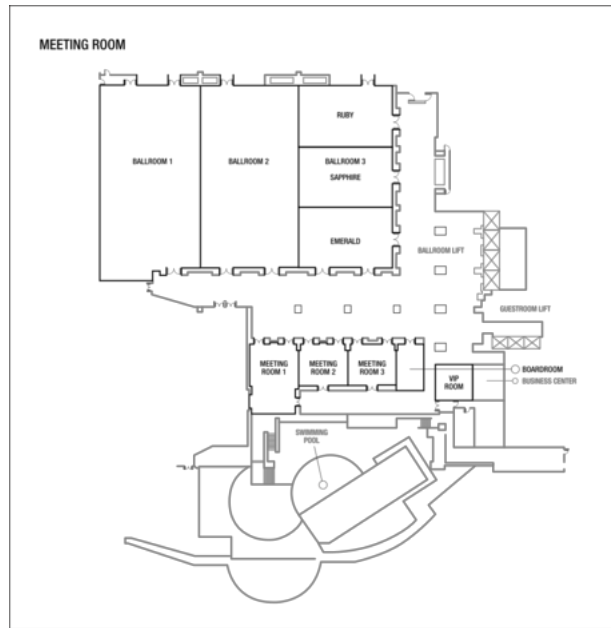
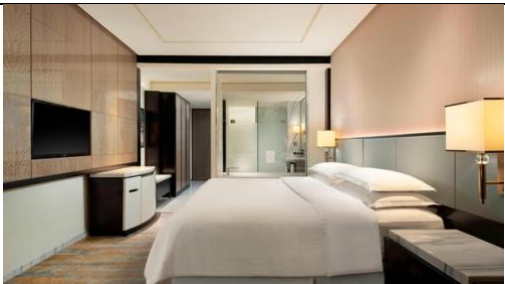


Figure 2.7
Third Floor Floorplan


e) Rooms: Sheraton Grand Jakarta has the total of 293 rooms including 30 suites rooms which are:

Table 2.1

Rooms in Sheraton Grand Jakarta

No.	Room Type	Description
1.	 <p data-bbox="488 1625 665 1688">Figure 2.8 Deluxe room</p>	<p data-bbox="850 1346 1367 1549">a. 355 – 452 Square Feet b. Beautiful views that connect to the city, Complimentary high-speed internet access. c. Room Rate per night: Rp. 2.410.000</p>



2.	 <p style="text-align: center;">Figure 2.9 Sheraton Club</p>	<p>a. 355 – 452 Square Feet b. Complimentary fitness center, Special access to club lounge, complimentary cocktails, non-alcoholic beverage, midday snack, private access floor. c. Room Rate per-night: Rp. 2.960.000</p>
4.	 <p style="text-align: center;">Figure 2.10 Executive Suites</p>	<p>a. 603 – 614 Square Feet. b. Complimentary fitness center, Special access to club lounge, complimentary cocktails, non-alcoholic beverage, midday snack, private access floor, complimentary pressing 2 garments per stay. c. Room rate per-night: Rp. 3.610.000</p>
5.	 <p style="text-align: center;">Figure 2.11 Grand Suites</p>	<p>a. 797 – 818 Square Feet b. Complimentary fitness center, Special access to club lounge, complimentary cocktails, non-alcoholic beverage, midday snack, private access floor, complimentary pressing 2 garments per stay. c. Room rate per-night: Rp. 4.410.000</p>
6.	 <p style="text-align: center;">Figure 2.12 Ambassador Suite</p>	<p>a. 1022 Square Feet b. Complimentary fitness center, Special access to club lounge, complimentary cocktails, non-alcoholic beverage, midday snack, private access floor, complimentary pressing 2 garments per stay. c. Room rate per-night: Rp. 7.210.000</p>

7.	 <p data-bbox="462 562 690 630">Figure 2.13 Presidential Suite</p>	<p data-bbox="852 231 1201 262">a. 2.368-2.422 Square Feet</p> <p data-bbox="852 273 1372 514">b. Complimentary fitness center, Special access to club lounge, complimentary cocktails, non-alcoholic beverage, midday snack, private access floor, complimentary pressing 2 garments per stay.</p> <p data-bbox="852 525 1356 556">c. Room rate per-night: Rp. 17.010.000</p>
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e) Restaurants and Bar: Sheraton Grand Jakarta has 2 kinds of restaurants and 1 bar and has 24 hours of room services.

Table 2.2
Food and Beverage outlets

No.	Food and Beverage outlets	Description
1.	 <p data-bbox="462 1316 698 1386">Figure 2.14 Anigre Restaurant</p>	<p data-bbox="852 1029 1144 1060">a. Location: UG Floor</p> <p data-bbox="852 1071 1266 1102">b. Seating capacities: 165 chairs</p> <p data-bbox="852 1113 1088 1144">c. Opening hours:</p> <ul style="list-style-type: none"> <li data-bbox="917 1155 1266 1186">- Breakfast (06.00 – 10.00) <li data-bbox="917 1197 1234 1228">- Lunch (12.00 – 15.00) <li data-bbox="917 1239 1234 1270">- Dinner (18.00 – 22.00) <li data-bbox="917 1281 1266 1354">- Weekend brunch (12.00 – 15.00) <p data-bbox="852 1365 1307 1480">d. Offers five live cooking stations which are Western, Japanese, Chinese, Indonesia, and Pastry</p>
2.		<p data-bbox="852 1522 1201 1554">a. Location: Ground Floor</p> <p data-bbox="852 1564 1250 1596">b. Seating capacities: 60 chairs</p> <p data-bbox="852 1606 1331 1680">c. Opening hours : 11.00 until 22.00 (Monday – Sunday)</p> <p data-bbox="852 1690 1266 1795">d. Serves freshly baked cakes, pastries, breads, sandwich and salad.</p>

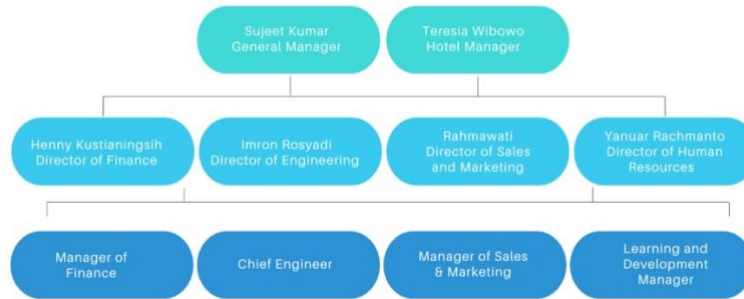
	<p>Figure 2.15 Sheraton Cake Shop</p>	
3.	 <p>Figure 2.16 Lobby Lounge</p>	<p>a. Location : Ground Floor b. Seating capacities : 60 chairs c. Opening hours : 08.00 until 23.00 (Monday – Sunday) d. Serves beverage, pastries and cakes, and main dishes e. Offers live band everyday around 19.00 – 23.00PM</p>
4.	 <p>Figure 2.17 Sheraton VIP Lounge</p>	<p>a. Location : 20th Floor b. Seating capacities : 50 chairs c. Opening hours : 07.00 until 23.00 (Monday – Sunday) d. Serves alcoholic and non-alcoholic beverages, pastries and cakes, and main dishes.</p>

B. Organizational Structure

In order for the success of Sheraton Grand Jakarta, the hotel is owned by PT Pakuwon group and managed by Mr. Sujeet Kumar as the General Manager with Ms. Teresia Wibowo as the Hotel Manager. Most department has their own director such as Mrs. Henny Kustianingsi as the director of finance, Mr. Imron Rosyadi as the director of engineering, Ms. Rahmawati as the director of sales and marketing, and Mr. Yanuar Rachmanto as the director of human resources.

SHERATON GRAND JAKARTA

Organizational Chart



Figures 2.18
Organizational Charts of Hotel Management

Sheraton Grand Jakarta receives the most awards for food production and has received a lot of good comments about the food and dessert. In order to successfully receive, hereby the team leader of the Culinary team such as Chef Denny Boy Gunawan as the Executive chef, Chef Syaiful Adnan as the pastry chef, Chef Syahrul Ramadhan as the sous chef of cold kitchen, Chef Untung Suranto as the sous chef of the hot kitchen and lastly Mr. Muhammad Fajar Subhan Hakim as the chief steward.

SHERATON GRAND JAKARTA

Culinary Team



Figures 2.19
Organizational Charts of Culinary