

CHAPTER II

COMPANY OVERVIEW

2 History

2.1 Brief History of the Company



Picture 2.1 Hotel logo

In the 1900s, a man named Albert Keller founded The Ritz-Carlton Investing Company, which later established several hotels in the United States. These hotels set new standards of luxury for guests by offering luxurious accommodations, private bathrooms in each room, imported fabrics from the Middle East, professional uniforms for waitstaff to create a formal impression, flower arrangements in each guest room, à la carte menus featuring recipes based on the writings of the famous French chef Auguste Escoffier, and an overall intimate atmosphere for the comfort of each guest.

In 1983, Colgate Holmes and his colleagues Horst Schulze, Joe Freni, Ed Staros, and Herve Humler established The Ritz-Carlton Hotel Company, LLC, opening five hotels within two years. By the end of 1992, the Ritz-Carlton name was associated with twenty-three hotels, and the following year, they opened their first hotel in Asia, The Ritz-Carlton, Hong Kong. Their success in the hospitality industry attracted the attention of several investor groups, including Marriott International, which then acquired the Ritz-Carlton group in 1998.

History of Ritz-Carlton Jakarta, Pacific Place



Picture 2.2 Ritz-Carlton Pacific Place

Opened on November 22, 2007, The Ritz-Carlton Jakarta, Pacific Place is owned by the exclusive developer Dua Mutiara and is under the umbrella of The Ritz-Carlton Hotel Company, LLC.

Located in the Pacific Place building within the Sudirman Central Business District (SCBD), the strategic location provides easy access to places such as Pacific Place Mall, One Pacific Place Offices, Jakarta Stock Exchange, Artha Graha Building, and others.

The Ritz-Carlton Jakarta, Pacific Place has a relatively small number of rooms for a large hotel building, with only 62 rooms comprising 20 Superior Deluxe Grand Club Rooms, 23 Deluxe Grand Club Rooms, 8 Executive Grand Club Rooms, 9 Mayfair Club Suites, 1 The Ritz-Carlton Suite, and 1 Presidential Suite. The limited number of rooms is balanced by having the largest hotel ballroom in Jakarta, capable of accommodating approximately 8000 guests.

The Ritz-Carlton Jakarta, Pacific Place has two restaurant outlets: Pasola Restaurant and Lounge, offering options for all-day in-room dining, buffet, and à la carte dining for Residence and hotel guest, and Club 21, an exclusive lounge serving an international buffet for hotel guest.

2.1.1 The Ritz-Carlton Gold Standard

The Ritz-Carlton Gold Standard is the benchmark for service used across all Ritz-Carlton properties. All staff, including part-time workers, daily workers, and trainees, are required to memorize and apply the content of the Gold Standard in their day-to-day work. The Ritz-Carlton Gold Standard consists of:

Credo

The Ritz-Carlton is a place where the genuine care and comfort of our guests are our highest mission. We pledge to provide the finest personal service and facilities for our guests, who will always enjoy a warm, relaxed, yet refined ambiance. The Ritz-Carlton experience enlivens the senses, instills well-being, and fulfills even the unexpressed wishes and needs of our guests.

Motto

We are Ladies and Gentlemen serving Ladies and Gentlemen.

Employee Promise

At the Ritz-Carlton, our Ladies and Gentlemen are the most important resource in our service commitment to our guests. By applying the principles of trust, honesty, respect, integrity, and commitment, we nurture and maximize talent to the benefit of each individual and the company. The Ritz-Carlton fosters a work environment where diversity is valued, the quality of life is enhanced, individual aspirations are fulfilled, and The Ritz-Carlton Mystique is strengthened.

Steps of Service

1. Warm & Sincere greeting: Use the guest's name.
2. Anticipation and fulfillment of each guest's needs.
3. Fond farewell: Give a warm goodbye and use the guest's name.

12 Service Values

I AM PROUD TO BE RITZ-CARLTON

1. I build strong relationships and create Ritz-Carlton guests for life.
2. I am always responsive to the expressed and unexpressed wishes and needs of our guests.
3. I am empowered to create unique, memorable, and personal experiences for our guests.
4. I understand my role in achieving the Key Success Factors, embracing Community Footprints, and creating The Ritz-Carlton Mystique.
5. I continuously seek opportunities to innovate and improve The Ritz-Carlton experience.
6. I own and immediately resolve guest problems.
7. I create a work environment of teamwork and lateral service so that the needs of our guests and each other are met.
8. I have the opportunity to continuously learn and grow.
9. I am involved in the planning of the work that affects me.
10. I am proud of my professional appearance, language, and behavior.
11. I protect the privacy and security of our guests, my fellow employees, and the company's confidential information and assets.
12. I am responsible for uncompromising levels of cleanliness and creating a safe and accident-free environment.

2.2 FACILITIES

1. Deluxe Grand Club Room



Picture 2.3 Deluxe Grand Club Room

- Occupancy: 2
- Bed Type: King Size
- Bathroom: Separate Shower and Bathtub
- Size: 72 sqm
- Floor Location: 21, 22, 23, 25 (Skyline View)

2. Superior Deluxe Grand Club Room



Picture 2.4 Superior Deluxe Grand Club Room

- Occupancy: 3
- Bed Type: King Size
- Bathroom: Separate Shower and Bathtub.

- Size: 74 sqm
- Floor Location: 21, 22, 23, 25 (Skyline View)

3. Executive Grand Club Room



Picture 2.5 Executive Grand Club Room

- Occupancy: 2
- Bed Type: King Size
- Bathroom: Separate Shower and Bathtub
- Size: 83 sqm
- Floor Location: 21, 22, 23, 25 (Skyline View)

4. Mayfair Club Suite



Picture 2.6 Mayfair Club Suite

- Occupancy: 3
- Bed Type: Oversize King
- Bathroom: Bathtub and Separate Shower.

- Size: 127 sqm
- Floor Location: 22, 23, 25 (Skyline View)

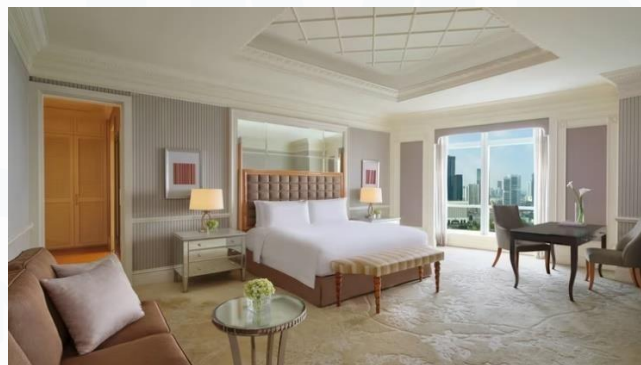
5. The Ritz-Carlton Suite



Picture 2.7 The Ritz-Carlton Suite

- Occupancy: 3
- Bed Type: 2 King Size Beds
- Bathroom: Bathtub and Separate Shower
- Size: 171 sqm
- Floor Location: 23 (Skyline View)

6. Presidential Suite



Picture 2.9 Presidential Suite

- Occupancy: 3

- Bed Type: 2 King Sized Beds
- Bathroom: Bathtub and Separate Shower
- Size: 340 sqm
- Floor Location: 25 (Skyline View)

Facilities and Amenities



Picture 2.9 Pool

- Swimming Pools
- Main Pool
- Whirlpool Pool
- Sauna

Meeting Rooms and Ballrooms:



Picture 2.10 Glass House



Picture 2.11 PA.SO.LA restaurant

- The Ritz-Carlton Ballroom
- The Ritz-Carlton Pre Function Hall
- The Glass House
- Private Dining Room
- Pacific Place Meeting Room
- Pacific Place Garden
- Spa and Health Club
- PA.SO.LA Restaurant and Lounge
- Club 21
- Chauffeured Limousine Service
- Multilingual Staff
- Direct Access to Pacific Place Mall
- Hotelwide Complimentary Internet Access

2.3 Organizational Chart

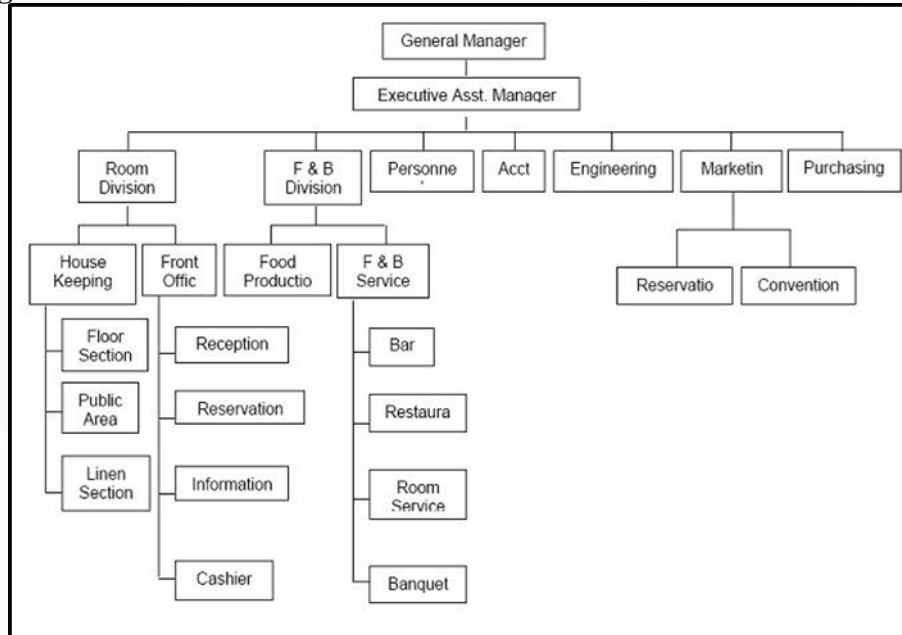


Chart 2.1 Organizational structure of the Ritz-Carlton Pacific Place.

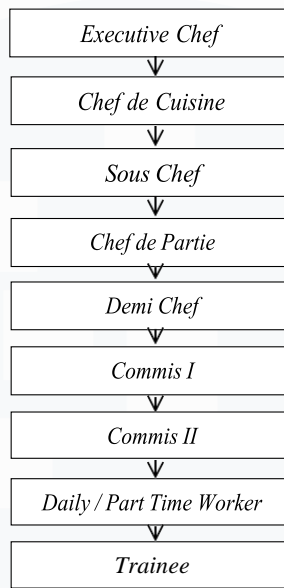


Chart 2.2 Organizational structure of Food and Beverage production in The Ritz-Carlton Pacific Place

UMN
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MULTIMEDIA
NUSANTARA