

## **CHAPTER II**

### **COMPANY OVERVIEW**

#### **2.1 Hotel's Profile**

##### **2.1.1 History of Accor**

Accor is an international company originating from France, which was founded by two pairs of friends named Paul Dubrule and Gérard Pélisson. The first hotel they founded was the Novotel, founded in 1967. At that time the French state did not know that the Novotel was a business hotel founded by the two friends. And with their creativity and their dream of establishing a hotel, they finally founded a company called Accor Company.

And currently they are still developing the hotel business, and not only Novotel but there are several types of hotels from the Accor group that are already circulating in Indonesia and other countries. Like in Indonesia, they have Ibis, Mercure, Novotel, Sofitel, Raffles, and also Pullman. Each of this hotel has a different branding, and different stars hotel.

This company also provides various brands ranging from midscale & economy levels to luxury & upscale accommodation and one of their luxury & upscale brands is Pullman. And currently Accor has hotels in more than 110 countries and is still continuing to develop its hotel business today. In Indonesia Accor has so many hotel companies and is still growing.

##### **2.1.2 History of Pullman Ciawi Vimala Hills**

Pullman Ciawi Vimala Hills was founded by the Accor group and collaborated with the Agung Podomoro Group which created the first Pullman Resort in Indonesia. Pullman Ciawi Vimala Hills was established in 2019, located on Jalan Raya Puncak, Gadog, Bogor. This

Pullman Hotel is one of the first Pullman resort hotels in Indonesia, and has several types of Villa, Spa and Convention. This hotel also has an area of 14 hectares and consists of 9 buildings and several types of rooms. Not only rooms but they also have types of villas too.

Pullman Ciawi Vimala Hills also provides several mini games, activities center, kids playground ( indoor and outdoor ), mini zoo, and a little tram tour to go to deer park and flower hills. And Pullman Ciawi also provides the adult activity like yoga, morning track, pilates, nature walk, and many more. So guest don't have to go out they just have to enjoy activities from Pullman Ciawi.

### **2.1.3 Vision and Mission**

Together with Accor Hotel, Pullman Ciawi Vimala Hills Resort Spa & Convention has a vision and mission to build this hotel to be more developed and meet consumer needs in various categories. To implement this, Pullman Ciawi Vimala Hills Resort Spa & Convention applies the following Accor values:

#### **a. Guest Passion**

The guest is the king and driver of decisions, in this case hoteliers are required to always prioritize guests and provide the best service to our guests

#### **b. Spirit of Conquest**

This value is belief and makes everything possible

#### **c. Sustainable Performance**

Providing good service and performance on a sustainable scale.

#### **d. Innovation**

Always making the latest and best innovations for guests and will always improve the quality of service so that guests feel comfortable.

#### **e. Trust**

Provides a high value of honesty in carrying out the role, and adheres to commitments and actions carried out.

#### **f. Respect**




The last one is respect, a value that is very important and must always be implemented, namely respect for each other.

### **2.1.4 Hotel Facility**

A hotel is a place to stay overnight when we go on vacation or for a business trip. Hotels typically offer various facilities and room types for guests to use. In

In addition to facilities, hotels also provide entertainment for guests to enjoy their holidays. Below are the room types and facilities available at the hotel.

### A. Room Type

FIGURE	DESCRIPTION
 <p data-bbox="338 996 892 1066">Figure 2.1 Deluxe Room ( Sources: pullman-ciawi-vimalahills.com)</p>	<p data-bbox="940 600 1129 629"><b>Deluxe Room</b></p> <p data-bbox="940 651 1422 965">This type is the most standard room type available, with an area of 42m<sup>2</sup>, this room is equipped with 1 king size bed / 2 single beds, complete with TV, AC, Wardrobe Bathroom Amenities, Balcony.</p>
 <p data-bbox="338 1444 892 1514">Figure 2.2 Deluxe Garden Access ( Sources: pullman-ciawi-vimalahills.com)</p>	<p data-bbox="940 1099 1238 1128"><b>Deluxe Garden Acces</b></p> <p data-bbox="940 1207 1422 1352">This room type is not much different from a Deluxe room, the only difference is access to the garden.</p>
 <p data-bbox="338 1877 892 1946">Figure 2.3 Executive Room ( Sources: pullman-ciawi-vimalahills.com)</p>	<p data-bbox="940 1554 1166 1583"><b>Executive Room</b></p> <p data-bbox="940 1606 1422 1861">The Executive type is not much different from the Deluxe room, only that there is a bathtub in the room and for the bathroom is separated with the toilet.</p>




 <p>Figure 2.4 Deluxe Pool Access ( Sources: pullman-ciawi-vimalahills.com)</p>	<p><b>Deluxe pool Access</b></p> <p>This room type has direct access to the swimming pool and this room type is also available with a bathtub</p>
 <p>Figure 2.5 Suite Room ( Sources: pullman-ciawi-vimalahills.com)</p>	<p><b>Suite Room</b></p> <p>With a room area of 55m2, this suite room is equipped with a living room that is large enough to make it comfortable for gathering with family or friends</p>
 <p>Figure 2.6 Suite Executive Room ( Sources: pullman-ciawi-vimalahills.com)</p>	<p><b>Suite Executive Room</b></p> <p>This room type is not much different from a Suite Room, which is equipped with a living room. And what differentiates it from a regular suite room is that it provides a bathtub.</p>



Figure 2.7 Studio Villa  
( Sources: pullman-ciawi-vimalahills.com)

### Studio Villa

The 1 bedroom villa provides a space of 70m<sup>2</sup> including a bedroom with a King Size bed and a bathroom with a bathtub and shower. And a free minibar containing snacks and drinks is also provided in each villa. And one of our studio villas also has a jacuzzi.



Figure 2.8 2 Bedrooms Villa  
( Sources: pullman-ciawi-vimalahills.com)

### 2 Bedrooms villa

This villa measures 152 m<sup>2</sup> with 2 bedrooms, living room, bathrooms with bathtub, balcony, karaoke.



Figure 2.9 3 Bedrooms Villa  
( Sources: pullman-ciawi-vimalahills.com)

### 3 Bedrooms Villa

This villa type has an area of 215 rooms with 3 rooms and private pool, balcony, living room, karaoke facilities.

MULTIMEDIA  
NUSANTARA




 <p>Figure 2.10 Junior presidential Villa ( Sources: pullman-ciawi-vimalahills.com)</p>	<p><b>3 Bedrooms Junior Presidential Villa</b></p> <p>Junior presidential villa is the second luxurious villa, the facilities are same with presidential villa.</p>
 <p>Figure 2.11 presidential Villa ( Sources: pullman-ciawi-vimalahills.com)</p>	<p><b>3 Bedrooms Presidential Villa</b></p> <p>This type of Villa is the most luxurious place in our Villa, with an area of 642 m2, this villa is equipped with 3 bedrooms, private pool, living room, dining room, karaoke, balcony.</p>

Table 2.1 Room Type

### B. Meeting Rooms

Figure	Description
 <p>Figure 2.12 Grand Ballroom ( Sources: pullman-ciawi-vimalahills.com)</p>	<p>Grand Ballroom Vimala 1, Vimala 2, Vimala 3: Maximum Capacities 1500 pax</p>

 <p>Figure 2.13 Meeting Room ( Sources: pullman-ciawi-vimalahills.com)</p>	<p>Kapulaga, Kayumanis 1 &amp; 2 , Keluak, Kemiri: Maximum Capacities 500 Pax per room</p>
 <p>Figure 2.14 Chill Out Area ( Sources: pullman-ciawi-vimalahills.com)</p>	<p>Chill Out Area: For the meeting guest, and includes all the facilities like billiard, pingpong, and other games</p>
 <p>Figure 2.15 Kayu Manis Garden ( Sources: pullman-ciawi-vimalahills.com)</p>	<p>Kayu manis garden: for outdoor meetings or wedding, maximum capacities 1000 pax</p>

Table 2.2 Meeting Rooms

### C. Restaurant

The Pullman Ciawi Vimala Hills restaurant provides 4 restaurants for guests to enjoy hotel food and drinks. The following are the Pullman Ciawi Vimala Hills restaurants:

Figure	Description
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Figure 2.16 Damar Restaurant  
 ( Sources: pullman-ciawi-vimalahills.com)

Damar Restaurant, is the main restaurant which is a place for buffet breakfast, lunch and dinner. Damar Restaurant is also a venue for many events if the hotel has dinner events for various events



Figure 2.17 Padi Restaurant  
 ( Sources: pullman-ciawi-vimalahills.com)

Padi Pool Bar, is a restaurant with a special Balinese menu and also has a special Italian menu such as Pizza that is grilled directly on wood with an open kitchen theme.



Figure 2.18 Mad Cow  
 ( Sources: pullman-ciawi-vimalahills.com)

Mad Cow, the main menu of this restaurant is a steak. and open only for dinner.





 <p style="text-align: center;">Figure 2.19 Salak Bar ( Sources: pullman-ciawi-vimalahills.com)</p>	<p>Salak Bar is a lounge that only provides drinks and some snacks and desserts with a direct view of Mount Salak.</p>
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Table 2.3 Restaurants

#### D. Leisure Facilities

Because Pullman Ciawi Vimala Hills is a hotel for families, this hotel is equipped with several supporting facilities for having fun, here are the details:

Figure	Description
 <p style="text-align: center;">Figure 2.20 Family Pool ( Sources: pullman-ciawi-vimalahills.com)</p>	<p>Family Pool, is near damar restaurant and it's kids friendly pool. This pool is near the Foja and ego building. and this pool provide a hot spring pool for children.</p>
 <p style="text-align: center;">Figure 2.21 Padi Pool Bar ( Sources: jelajah-indonesia.co.id)</p>	<p>Padi Pool Bar, is near Padi Restaurant, and this pool is near the Cereme and Dieng, Padi pool is not kids friendly pool because the depth of this swimming pool is 1.5 meters, but Pullman is providing floaties for swimming.</p>

 <p>Figure 2.22 Infinity Pool ( Sources: pullman-ciawi-vimalahills.com)</p>	<p>Infinity Pool, the depth for this swimming pool is 1.5 meters, is near the padi pool bar and near the Batur building, the view of this pool is hill and so many trees.</p>
 <p>Figure 2.23 Kids Playground ( Sources : .bridestory.com )</p>	<p>Kids Playground, Pullman Ciawi provides kids playground and activities for kids who staying at this hotel for free, this</p>
 <p>Figure 2.24 Art Play ( Sources: pullman-ciawi-vimalahills.com)</p>	<p>Art Play, is a new facilities from Pullman Ciawi, art play is in building 2 on the second floor. Guest can do a lot art activities in there.</p>

Table 2.4 Leisure Facilities

## 2.2 Organizational Chart

In every company, there is usually an organizational chart. With the existence of this organizational chart, all companies can operate smoothly and accordingly. Just like in a hotel, there is definitely an organizational chart as well. In a Pullman Ciawi Vimala Hills, there are typically three leaders starting from the General Manager, Hotel Manager, and Room Division Manager. Below is the organizational chart of Hotel Pullman Ciawi Vimala Hills:

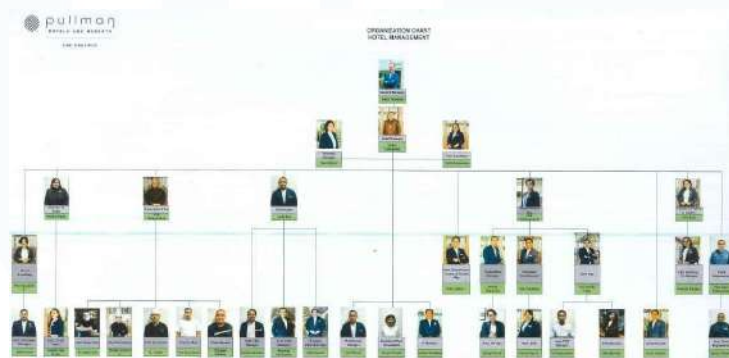


Figure 2.25 Organization Chart

( Sources: Writer's Data )

U M N  
U N I V E R S I T A S  
M U L T I M E D I A  
N U S A N T A R A