

## **CHAPTER II**

### **COMPANY OVERVIEW**

#### **2.1 Hotel Profile**

Swissôtel Jakarta is a five stars hotel. Swissôtel Jakarta PIK Avenue is strategically positioned in the bustling heart of North Jakarta, just a short 15-minute drive from Jakarta Airport. Boasting 412 luxurious rooms and suites along with one of the city's largest conference centers, this five-star hotel offers both convenience and elegance.

Connected directly to PIK Avenue Mall, a prominent landmark in the area, and within walking distance of two world-class golf courses, two hospitals, and a renowned dining destination, Swissôtel Jakarta PIK Avenue provides guests unparalleled access to amenities and attractions.

As an esteemed member of the Accor Hotel Group, Swissôtel Jakarta PIK Avenue embraces a profound dedication to sustainability, echoing the group's global vision. This marks the inception of the hotel sustainability framework, signifying the commencement of a collective voyage towards environmental responsibility, community involvement, and ethical business practices. Swissôtel endeavors are intricately woven into Accor's sustainability objectives and values, guiding the hotel towards a brighter, more sustainable future.

### **2.1.2 Hotel History**

One of the most renowned Swiss brands globally, Swissôtel Hotels & Resorts offers contemporary hotels infused with the freshness and vitality of mountain energy, rooted in Swiss hospitality tradition. Esteemed for its clever design, quality craftsmanship, and prudent approach to sustainability, Swissôtel provides peace of mind for its guests to explore the world, discover actual benefits in life, and seize opportunities to 'live it well.' Swissôtel has a rich history of setting global standards in luxury hospitality services since its founding in Zurich in 1980. Renowned for its unrivaled service and luxurious accommodation, Swissôtel has become an icon of excellence in the hospitality industry.

Beyond its luxury facilities, Swissôtel is committed to sustainability and social responsibility, positively contributing to local communities and the environment. With an unwavering dedication to excellence, hospitality, and sustainability, Swissôtel remains the top choice for travelers seeking unforgettable experiences worldwide. The Swissôtel brand has more than 30 hotels spread throughout the world. Of the many hotels they own, there are several flagship hotels, namely Swissôtel the Bosphorus in Istanbul, Swissôtel the Stamford in Singapore, and Swissôtel Krasnye Holmy in Moscow. Swissôtel is part of a group that operates 5,500 hotels and 10,000 private homes spread throughout the world and has its headquarters in Paris, France, namely Accor Hotels. Swissôtel Hotels & Resorts can provide hotel services to tourists and business travelers. They strive to meet the needs of each guest. Swissôtel Hotels & Resorts offers luxurious and sophisticated facilities and accommodations that usually take inspiration from the area where the hotel is located.

Swissotel Jakarta PIK Avenue is the first hotel opened by the Swissotel chain in Indonesia. The hotel is scheduled to open on October 6, 2019 and will be the first Swissôtel brand hotel in the country. It is strategically located in the Pantai Indah Kapuk (PIK) area of North Jakarta, known as one of the culinary, entertainment and modern lifestyle centers in the capital city.

Swissôtel is part of Accor, one of the world's leading hotel groups. Swissotel Jakarta is managed by Agung Sedayu Group through its subsidiary ASRI. The hotel was designed by EDG Design, an international design firm renowned for its ability to blend contemporary aesthetics with local elements. Swissôtel is known for its philosophy of "A Breath of Fresh Air," which is reflected in every aspect of its design and operations. At Swissôtel Jakarta PIK Avenue, this concept is realized through interior design that combines natural elements, the use of environmentally friendly materials, and sustainability programs implemented in daily operations.



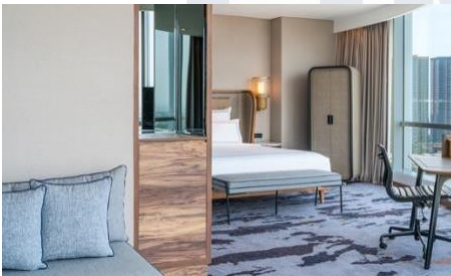
Swissotel Jakarta PIK Avenue offers 412 luxuriously designed rooms and suites with an emphasis on comfort and functionality. Guest rooms are equipped with modern amenities such as smart room technology, stunning city views and first-class service. The hotel also offers six dining options, including a fine-dining Chinese restaurant, a bar serving signature cocktails and a casual café serving a variety of local and international cuisine. To support guests' wellness and relaxation, Swissotel offers Pürovel Spa & Sport, a wellness facility inspired by the Swiss healthy lifestyle.






Figure 2.1 Swissotel Jakarta Logo 1

### 2.1.3 Hotel Facilities

#### A. Room Types

 <p>Figure 2. 2 Premiere Room 1 Source: <i>Swissotel.com</i></p>	<p>King-size bed or twin beds, a daybed, bathroom with rainshower and Pürovel amenities and floor-to-ceiling windows framing views over our vibrant neighborhood.</p>
 <p>Figure 2.3 Swiss Select Source: <i>Swissotel.com</i></p>	<p>Swiss Select rooms feature private daybed, large walk-in closet with access to spacious bathroom including walk-in shower and Pürovel amenities, workspace and outfitted with modern Indonesian décor. With king koil bed</p>
 <p>Figure 2. 4 Swiss Signature Bay View 1 Source: <i>Swissotel.com</i></p>	<p><b>SWISS SIGNATURE BAY VIEW</b> This contemporary room with modern Indonesian décor offers one king bed with Jakarta Bay views, a workstation and walk-in shower. Embrace beautifully-appointed living space to dine and lounge upon entering this room.</p>

 <p>Figure 2.5 Swiss Executive 1</p> <p>Source: <a href="http://Swissotel.com">Swissotel.com</a></p>	<p><b>SWISS EXECUTIVE</b>  In addition to Executive Lounge access, indulge an intimate and functional Swiss style guestroom, featuring bathroom with walk-in shower and Pürovel amenities, a workspace and modern Indonesian décor overlooking PIK.</p>
 <p>Figure 2.6 Grand Room 1</p> <p>Source: <a href="http://Swissotel.com">Swissotel.com</a></p>	<p><b>Grand Room</b>  54-square-metre room featuring living area, walk-in showers and separate bathtub, view overlooking PIK and including Executive Lounge access.</p>
 <p>Figure 2.7 Swiss Grand Suite 1</p> <p>Source: <a href="http://Swissotel.com">Swissotel.com</a></p>	<p><b>Swiss Grand Suite</b>  72-square-metre suite with premium modern Indonesian decor featuring living area, walk-in showers and separate bathtub, spacious workspace, view overlooking PIK and including Executive Lounge access.</p>




 <p>Figure 2. 8 Swiss Prestige Suite 1</p> <p>Source: Swissotel.com</p>	<p><b>SWISS PRESTIGE SUITE</b>          Enjoy the extra space in this 88-square-metre suite with one king bedroom, separate living and dining area, spacious en-suite bathroom with stunning views.</p>
 <p>Figure 2.9 ST. Gallen 1</p> <p>Source: Swissotel.com</p>	<p><b>ST. GALLEN</b>          216-square-meter of Presidential Suite room with one king bedroom, separate living room, dining room and bathroom with a view of Pantai Indah Kapuk</p>
 <p>Figure 2. 10 ST. Moritz 1</p> <p>Source: Swissotel.com</p>	<p><b>ST. MORITZ</b>          Indulge a perfect stay on the highest room floor at Swissotel Jakarta PIK Avenue in the space 216-square-meter of Presidential suite room.</p>

Table 2.1 Room Type 1

## B. Dining and Restaurant




 <p>Figure 2. 12 The Chinese National 1</p> <p>Source: Swissotel.com</p>	<p>Elegant Chinese 1920s design with modern Cantonese cuisine flavor by a Resident Chef and his team meets world-class mixology. The Chinese National is located on level 7 of Swissotel Jakarta PIK Avenue offering a Cantonese style method cooking and selected fresh ingredients.</p>
 <p>Figure 2. 13 Summers at The Pool 1</p> <p>Source: Swissotel.com</p>	<p><b>SUMMERS AT THE POOL</b> This urban tropical restaurant offers delicious cuisines and ice-cold beverages. Bask in the relaxing poolside ambience sipping refreshing cocktails, bubbies or fresh juices, while enjoying the free-form pool at sundown and sky-soaring airplanes.</p>
 <p>Figure 2. 14 Brown Milk Deli 1</p> <p>Source: Swissotel.com</p>	<p><b>BROWNMILK DELI</b> offering Swiss signature beverages and pastries including the famed Swiss Chocolate Cake and Hot Chocolate</p>

Table 2.2 Hotel Restaurant 1

### C. Fitness and Wellnes



 <p>Figure 2. 15 Fitness Center 1</p> <p>Source: Swissotel.com</p>	<p><b>FITNESS CENTER</b> The latest Technogym fitness equipment 24/7 for an extensive workout.</p>
 <p>Figure 2. 16 Balinese Massage Treatment 1</p> <p>Source: Swissotel.com</p>	<p><b>BALINESE MASSAGE TREATMENT</b> Inspired by massage techniques developed in Bali,</p>

Table 2.3 Hotel Facilities 1





## 2.2 Organizational Chart

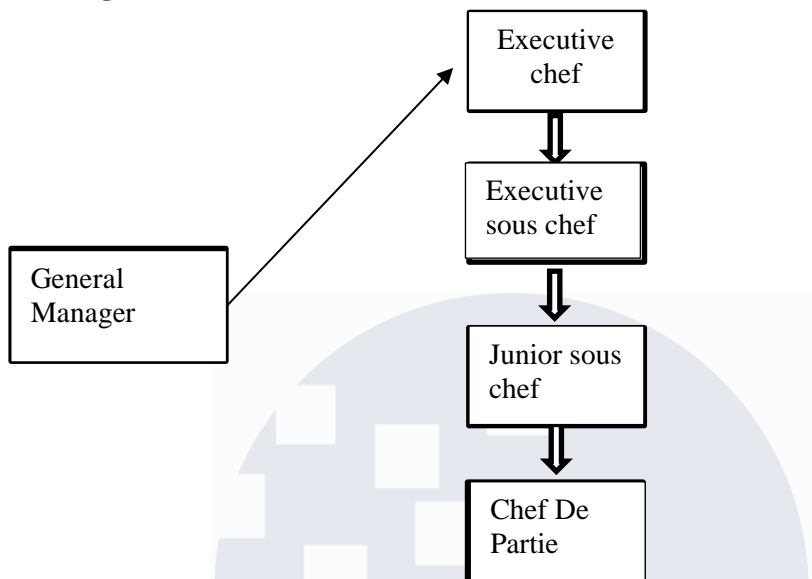


Table 2.2.1 Organizational Chart 1

Organizational chart is a chart arrangement of a company. Where it is to determine the organizational structure by being able to identify positions and roles in work. And improve coordination between other departments. And help in understanding the tasks from superiors to employees.

General manager, is the highest position in the hotel where his role is to supervise the performance of employees in the hotel, and make strategic plans and be responsible for hotel operations. Where the hotel must remain efficient and profitable for the hotel and guests.

Executive Chef, is the head of the work in the kitchen and is responsible in the kitchen. The executive chef's job is to develop the menu, supervise the performance in the kitchen, supervision in food and food quality.

Executive Sous Chef, is the main assistant to help the executive chef in his work if the executive chef is not in the kitchen area. The executive chef is responsible for kitchen operations, taste, quality of food. And helps to develop the menu. And always makes sure the work in the kitchen runs smoothly.

Junior Sous Chef, is a mid-level kitchen management position. Responsible when the executive chef and executive sous chef are not in the kitchen area. The junior sous chef also serves to guide the staff in their daily work in the kitchen.

Chef De Partie, has an important position in managing a certain area. Responsible and to ensure that the food to be served has met the quality standards in food. And responsible for the cleanliness in the arena they hold.

