

CHAPTER II

COMPANY OVERVIEW

2.1 Brief History of the Company

2.1.1 History

The history of Sheraton hotel started way back from the 1927 when the founders of Marriott opened an A&W root beer stand. It all started as a root beer stand named The Hot Shoppe in Washington, D.C.. Then in 1953, Hot Shoppes, Inc. Stock became public at \$10.25 a share and sells out in two hours of trading. In 1957, it was official that the Marriot has started their hotel business as their 1st hotel, Twin Bridges Motor Hotel in Arlington opens. As for Sheraton itself, the history started in 1937, when the founders Ernest Henderson and Robert Moore acquired their first hotel in Springfield, Massachusetts. Then later in the 1940s, Sheraton Corporation of America becomes the first hotel chain on the New York Stock Exchange and began its international expansion.

According to Ensiklopedia Dunia website, the first Sheraton hotel that opened in Indonesia and is currently still running is Sheraton Bandung Hotel & Tower that is located in Jl. Ir. H. Juanda No.390, Dago, Coblong, Bandung. After that, several other hotels opens under the name Sheraton which are Sheraton Bali Kuta Resort, Sheraton Belitung Resort, Sheraton Grand Jakarta Gandaria City Hotel, Sheraton Jakarta Soekarno-Hatta Airport, Sheraton Mustika Yogyakarta Resort & , Sheraton Senggigi Beach Resort, and Sheraton Surabaya Hotel & Towers.



Sheraton Jakarta Soekarno Hatta Airport is the only 5-star hotel near the Jakarta International Airport that has an urban resort concept, which offers an ideal gathering space for travelers. The location is very strategic for guests that just arrived in Jakarta or guests who are going to go abroad as it is located very

near from the airport. Although it is not a business hotel that only offers a place to stay, Sheraton Jakarta Soekarno Hatta Airport is built to make guests feel like they are on vacation with the big trees, breathtaking lake view, a relaxing breeze of air, and overall great service.

2.1.2 Facilities

a. Room Types

Table 2.1 Room types

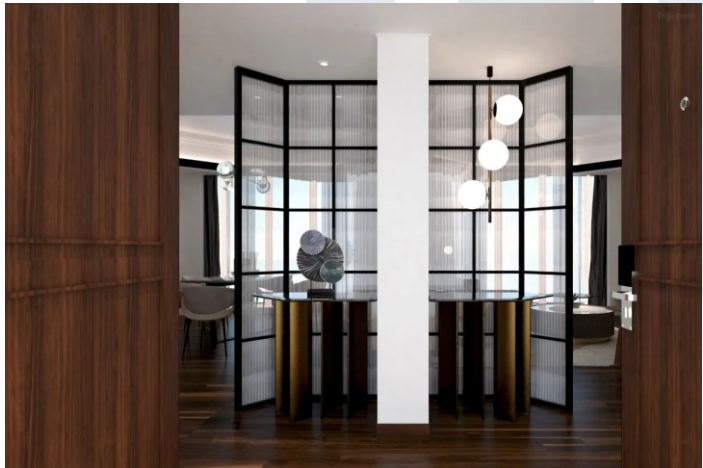
Figure	Description
 <p>(Source: marriott.com) Figure 2.1 Deluxe guest room</p>	<p>The Deluxe guest room is a 33 sqm room that is completed with a choice of a king or double bed, a living area, a refrigerator, sofa and many more. For the deluxe room there is also a choice of the view which are garden view, lake view, and a terrace view.</p>
 <p>(Source: marriott.com) Figure 2.2 Suite room</p>	<p>The Suite room is a 66 sqm room with a garden view that has a king bed, with a separate living area, refrigerator, sofa, hair dryer and many more.</p>



(Source: marriott.com)

Figure 2.3 Ambassador suite room

The Ambassador suite room is a 99 sqm room with a king bed and a garden view. Completed with a separate living room, a dining area, refrigerator, and many more.



(Source: marriott.com)

Figure 2.4 Presidential suite room

The Presidential suite is a 132 sqm room that has 2 bedrooms as well as a living area, a dining area, and other facilities. For the presidential suite there is a choice of a balcony or a terrace.

b. Restaurants

Table 2.2 Restaurants



(Source: marriott.com)

Figure 2.5 Daily social

Daily Social is an all day dining restaurant that is open all day, here offers a western-style breakfast in Jakarta, plus international cuisine, Asian specialties, and fresh European pastries.



(Source: marriott.com)
Figure 2.6 &More by Sheraton

&More by Sheraton is a cake shop where guests can grab & go food and beverages throughout the day. &More by Sheraton opens from 6.30 am to 10.00 pm.



(Source: marriott.com)
Figure 2.7 Unspoken bar

The Unspoken bar is a hidden bar located near &More which provides global selection of spirits and wines, and local craft beers alongside a range of delectable light fare.



(Source: marriott.com)
Figure 2.8 Pool bar & grill

The Poolside Bar & Grill offers a selection of dishes with a wholesome touch. It is the best spot for drinking and outdoor dining in with a beautiful view of the lake.

c. Lobby area

Table 2.3 Lobby area



(Source: marriott.com)

Figure 2.9 Community table

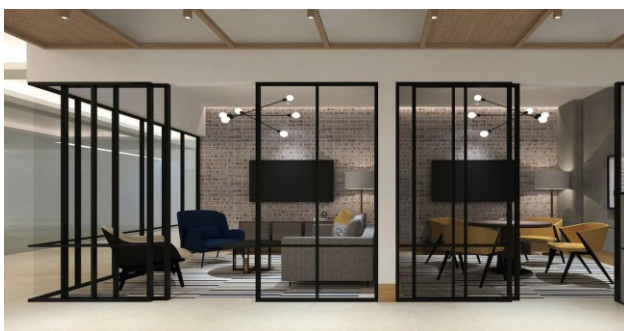
The community table is located in an open space in the lobby, it is made for guests that had to do work in the hotel. The table is complete with power sockets and a big space. Guests could also interact with each other here.



(Source: marriott.com)

Figure 2.10 The booths

The booth is a small sound-proof room that is made for guests who need to make a private phone call. The room is located in the lobby area near other sitting spaces.



(Source: marriott.com)

Figure 2.11 The studios

The studios are small rooms that are built to fulfill guest's needs of having a private conversations or small meetings. There are several rooms of the studios that are available by request to the front office.

d. Other facilities

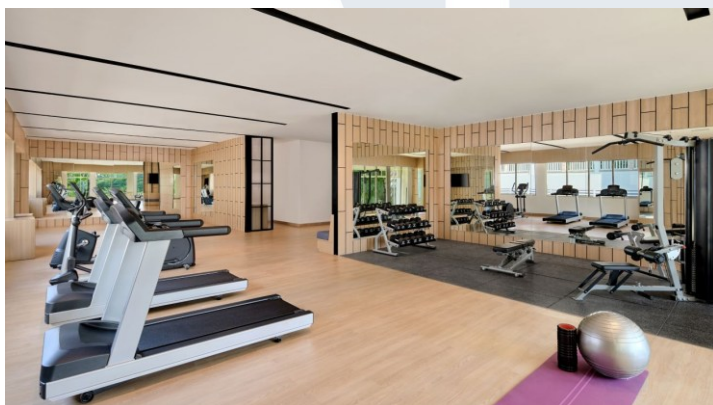
Table 2.4 Other facilities



(Source: marriott.com)

Figure 2.12 Swimming pool

Sheraton Jakarta Soekarno Hatta Airport has an outdoor swimming pool with a view of the lake. It is also surrounded by tall trees that make guests feel like they are not in an urban area. The pool is available from 06.00 am to 09.00 pm.



(Source: marriott.com)

Figure 2.13 Fitness center

The fitness center in Sheraton Jakarta Soekarno Hatta Airport is open 24 hours for 7 days. It is equipped with a wide variety of gym equipment like Cardiovascular Equipment, Elliptical Machines, Exercise Bikes, etc.



(Source: marriott.com)

Figure 2.14 The ballroom

The ballroom is 271m room that could fit up to 290 people. This is the perfect room to have a wedding, baby shower, seminar, or anything. The ballroom could also be split into two if the guest is looking for a smaller space.



(Source: marriott.com)

Figure 2.15 Meeting rooms

In Sheraton Jakarta Soekarno Hatta Airport there are several options of meeting rooms. There is Merak, Cendrawasih, and Kasuari. The guest can pick the most suitable room for their event.



e. Pastry and Bakery kitchen area

Table 2.5 Pastry and Bakery kitchen area



(Source: marriott.com)

Figure 2.16 Working Area

The main working area of pastry, consisting of two other rooms which are the chocolate room and dry storage room. In this room there are two big mixers, a three-deck oven, one combi oven, a proofer, a hot box, four working tables, and many other equipment.



(Source: marriott.com)

Figure 2.17 Walk in Chiller

This area is the walk in chiller, it is quite spacious and has two large racks. It is used to store foods and ingredients that are used by the pastry and bakery department.

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(Source: marriott.com)
Figure 2.18 *Walk in Freezer*

The walk in freezer is very similar with the walk in chiller, the only difference is the temperature. This is located inside the chiller so to get here we need to enter the walk in chiller first.



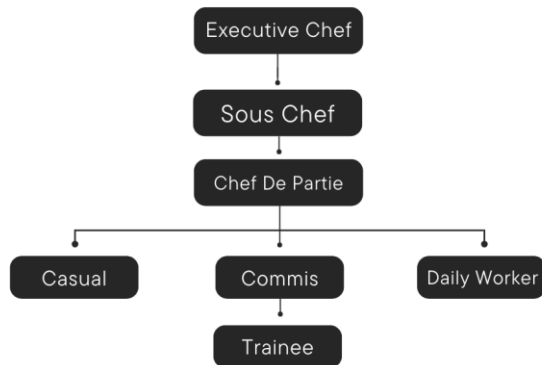
(Source: marriott.com)
Figure 2.19 *Breakfast area for kid's corner*

This is the breakfast area for the kid's corner which is the responsibility of pastry department. In here everyday, we make pancakes, waffles, french toasts, and crepes.

2.2 Organizational Structure

Organizational structure is one of the most important charts to have in a company, including hotels. There are several reasons why there needs to be a clear position, the first is it gives guidance and clarity. Next, it affects the effectiveness of the work as it makes communication better. Not only that but organizational structure is needed when making decisions in a hotel. Overall setting positions are very important to keeping the workplace efficient and effective.

Figure 2.2 Kitchen organizational chart



The figure above is the approximate organizational chart in the kitchen of Sheraton Jakarta Soekarno Hatta Airport. On the top, there is the Executive chef, who leads everyone and makes the big decisions. Their job is to create new menus, manage staff, quality control, and cost control. Next, there are the Sous chefs, as for the hot kitchen there are a lot of sous chefs that are responsible for their sections. In this hotel, the sections are breakfast, A la carte, banquet, cold kitchen, and butcher. As for the pastry department, there is one pastry chef who also leads the bakery section. The sous chef is responsible with assisting the executive chef, supervising staff, inventory management, and menu development. After the sous chef there is the chef de partie, which is also the leader in each section but they are more active in the day-to-day operational activities. They are responsible for managing a kitchen section, preparing food, and ensuring food quality. Then there are the commis, casual, and daily workers. They are the people that do the operational activities and get things done as a team. Lastly, there are the trainees, whose main job is to learn about the activities but are also responsible with helping everyday tasks.