

CHAPTER II

COMPANY OVERVIEW

2.1 Brief History of the Company



Figure 2. 1 Mercure Tangerang BSD City

Source: all.accor.com


Mercure Tangerang BSD City is a 4-star hotel located in the strategic area of BSD City, Tangerang, which is the main business and entertainment center in the area. The hotel has a total of 157 comfortably and modernly designed rooms, offering a variety of room types, including Superior Room, Privilege Room, and Suite Junior Room, which are suitable for various needs, both for business trips and family vacations.

The hotel also provides various facilities to ensure the comfort of its guests, including an outdoor swimming pool, fitness center, and spa for relaxation. Business facilities such as free Wi-Fi throughout the area, a business center, and meeting rooms consisting of 9 meeting rooms, 2 of which can be used as ballrooms with a capacity of up to 500 people, are suitable for corporate events, seminars, or social gatherings.

Mercure Tangerang BSD City has a very strategic location, close to shopping and entertainment centers such as AEON Mall, and also just minutes from various business and technology facilities in the BSD area. In addition, easy transportation access to Jakarta and Soekarno-Hatta airport makes this hotel an ideal choice for guests visiting Tangerang or its surroundings.

The hotel also offers an interesting culinary selection through the Kitchen Yard Restaurant which serves a variety of local and international cuisines. The restaurant is open daily, with operating hours starting from breakfast at 06:00 to 10:00, lunch from 12:00 to 14:30, and dinner from 18:00 to 22:00. Mercure Tangerang BSD City opened in 2015 and has since become the main choice for travelers looking for quality accommodation in the BSD City area. With friendly service and complete facilities, the hotel continues to develop into an ideal place for both business and leisure travelers

Table 2.1 Room types

No.	Room Type	Description
1.	<p>Superior Room</p>  <p>Figure 2. 2 Superior Room <i>Source: all.accor.com</i></p>	<p>Room size is 31 m² / 333 sqft. Each room will have stunning city views from the large windows. Pamper yourself in the modern bathroom, with a trendy rain shower. Complimentary iron and hairdryer are provided upon request. Coffee/tea making facilities, Complimentary mineral water in room, Mini fridge, Kettle, Bottled water are also available.</p>
2.	<p>Privilege Room</p>	<p>Room size is Dari 31 m² / 333 sqft. Each room will have featuring a Double Bed with Daybed sofa overlooking the Cityview, a 43" LED TV, Modern coffee machine, Free minibar, full bathroom amenities and comfortable bathrobe. Coffee/tea making facilities, Complimentary mineral water in room, Mini fridge, Kettle, Bottled water are also</p>

	 <p style="text-align: center;">Figure 2. 3 Privilege Room <i>Source: all.accor.com</i></p>	<p>available, mini bar.</p>
<p>3.</p>	<p>Suite Junior Room</p>  <p style="text-align: center;">Figure 2. 4 Suite Junior Room <i>Source: all.accor.com</i></p>	<p>Room size is Dari Dari 47 m² / 505 sqft. Each room will be featuring a Double Bed with daybed sofa, Bathtub, spacious wardrobe, 55" LED TV, Modern coffee machine, Free minibar, full bathroom amenities and comfortable bathrobe. A complimentary iron is provided upon request. Coffee/tea making facilities, Complimentary mineral water in room, Mini fridge, Kettle, Bottled water are also available, mini bar.</p>

2.1.1 Vision and Mission

Here is the vision and mission of the Mercure Tangerang BSD City:

Vision:

“Transforming lives through creating confident futures”




Mission:




“Providing our people with the right environment to believe in themselves and others, giving meaning, purpose and value in their lives.”

2.2 Facilities

Mercure Tangerang BSD City offers several facilities that guests can enjoy. These available services are designed to support a positive guest experience while staying at the hotel. Below are the hotel facilities and services along with their detailed explanations:

Table 2.2 Hotel Services and Facilities

No.	Services and Facilities	Description
1.	<p>Kitchen Yard Restaurant</p>  <p>Figure 2.1 1 Kitchen Yard Restaurant</p> <p><i>Source: all.accor.com</i></p>	<p>Guests can taste international to local food dishes. Kitchen yard carries the theme of buffet services and a la carte services. For the buffet itself is available for breakfast (06:00-10:00), lunch (12:00-14:30), dinner (18:00-20:30).</p>
2.	<p>Swimming Pool</p>  <p>Figure 2.1 2 Swimming Pool</p> <p><i>Source: all.accor.com</i></p>	<p>There is a swimming pool for children and adults, for children 90cm deep and adults 160cm. The operational hours of the swimming pool are from 6 am to 6 pm.</p>
3.	<p>Gym</p>  <p>Figure 2.1 3 GYM</p> <p><i>Source: all.accor.com</i></p>	<p>For gym facilities can only be accessed by guests who stay. Because it requires a room access card to access the gym. The gym is above the swimming pool and operates from 6 am to 6 pm.</p>
4.	<p>SPA</p>	<p>Spa facilities can be felt directly in the room. It can be accessed via</p>

	 <p style="text-align: center;">Figure 2.1 4 SPA</p> <p style="text-align: center;"><i>Source: all.accor.com</i></p>	<p>telephone or usually there is a spa staff who offers services in front of the elevator in the lobby area.</p>
<p>5.</p>	<p>Meeting Rooms</p>  <p style="text-align: center;">Figure 2.1 5 Meeting Rooms</p> <p style="text-align: center;"><i>Source: all.accor.com</i></p>	<p>The meeting rooms themselves have 9 meeting rooms consisting of BSD 1 to BSD 9. For BSD 3-9 are on the mezzanine floor. While BSD 1-2 are on the GF floor specifically BSD 1-2 can be combined to get a larger capacity.</p>
<p>6.</p>	<p>Ballroom and Wedding</p>  <p style="text-align: center;">Figure 2.1 6 Ballroom and Wedding</p> <p style="text-align: center;"><i>Source: all.accor.com</i></p>	<p>For weddings themselves, it depends on the concept requested. Mercure can provide indoor, outdoor or indoor and outdoor concepts. For indoor itself, it can be used in the ballroom, namely BSD 1-2 which can accommodate +- 500 pax, for outdoor it can be held in the garden area, for semi-outdoor it can be held in the pool area and the Kitchen Yard restaurant area.</p>

2.3 Organizational Structure

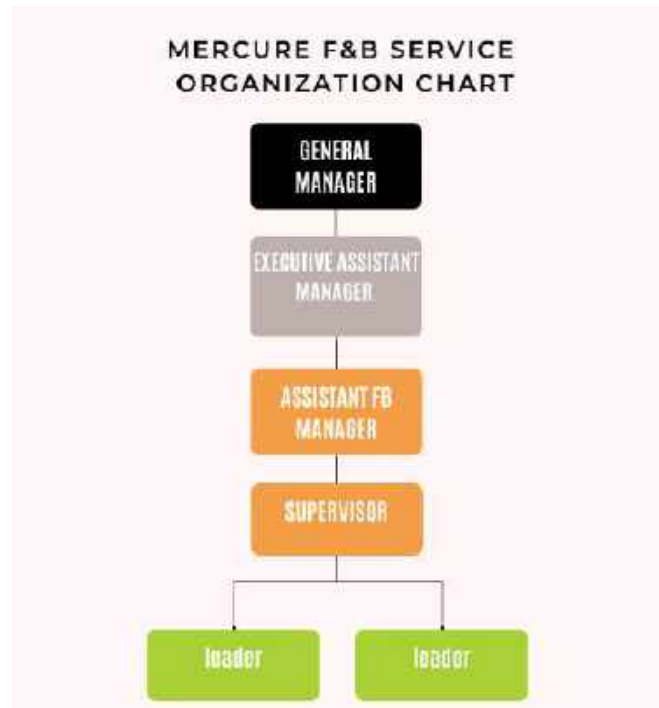


Figure 2.3 1 F&B Service Organizational Chart

Follow Organizational charts are very important in a hotel or company to know who the roles are that are involved in supporting the running of operations. In addition, it can also make it easier for individuals who work to know where they work and what their function is in that position (Bogdanova, 2023). In addition, you can also find out the distribution of each task appropriately according to their expertise. With the existence of an organizational chart, it can provide efficiency in communicating between teams, and can adjust the needs of a company or hotel (Veronika).

The following is an explanation of each role in the Mercure F&B Service Organizational chart :

1. General Manager (GM)

In addition to having the responsibility for the entire hotel, the General Manager also has a role in FB Service, namely ensuring the quality of service in FB according to its standards, setting standards and rules for FB Service in the hotel, managing costs used or needed in FB Service.

2. Executive Assistant Manager (EAM)

Has the task of supervising the performance of FB Service staff, evaluating errors in FB Service performance and then making reports that will be submitted to the General Manager, coordinating with other departments to support the operational running of FB Service, for example coordinating with banquets for certain events.

3. Assistant F&B Manager

Ensure that FB Service operations run according to its standards, ensure human resource management by conducting training, supervision so that staff remain in good performance at work, monitor the quality of food served whether it is in accordance with standards such as cleanliness and taste, ensure guests get a good FB experience while at the hotel. Help manage FB Service inventory such as drink stock, food stock, to coordinate with other departments regarding stock purchases.

4. Supervisor

Help manage staff work schedules, help handle complaints or problems directly from guests, work with the kitchen department regarding food preparation efficiency, ensure staff work according to standards such as conducting daily training and supervision.

5. Leader

Help maintain performance quality directly, distribute tasks with other staff.

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