

CHAPTER 2

GENERAL DESCRIPTION

2.1 Hotel History

Oakwood Hotel & Apartments PIK Jakarta is part of the global Oakwood network operating in the serviced apartment and hospitality sector. The Oakwood brand was originally developed in the United States as a provider of fully furnished temporary residential accommodation, catering primarily to business travelers and long-term stays (Christy, 2024). Over time, Oakwood expanded internationally and became one of the major players in the serviced residence segment across various Asian countries, including Indonesia. Oakwood Worldwide Asia manages several brand categories, such as Oakwood Premier, Oakwood Apartments, Oakwood Residence, Oakwood Studios, and Oakwood Suites, each designed to meet different market segments and guest needs.



Figure 2.1 Oakwood Logo

Oakwood Apartments PIK Jakarta officially opened on March 31, 2020, in the Pantai Indah Kapuk (PIK) area, North Jakarta, as a 5-star serviced apartment property offering modern comfort for tourists, business people, and long-term residents. The property features 151 fully furnished apartments with city and sea views, along with hotel-style amenities such as indoor and outdoor swimming pools, a fitness center, a restaurant, and a children's playground. As part of a larger group, Oakwood Apartments PIK Jakarta is managed under The Ascott

Limited following Ascott's acquisition of the Oakwood network in 2022. This strategic move strengthens Oakwood's position in the global serviced residence market and expands its network of internationally standardized accommodation services.

Since its opening, Oakwood PIK Jakarta has continued to grow as one of the leading residential and hospitality service options in the North Jakarta area. The hotel is celebrating important milestones, including its 5th anniversary in April 2025, which marks its growth and positive reception in the local hospitality industry. Oakwood PIK Jakarta doesn't officially publish their official vision and mission in the Oakwood and Ascott website. But they adapted from the corporate values. The vision mission:

a. Vision

To be a leading international hospitality brand that provides high-quality accommodation and services, combining comfort, professionalism, and personalized experiences for guests and long-term residents.

b. Mission

- 1 To deliver excellent hospitality services by maintaining high service standards and consistent quality across all operations.
- 2 To create a comfortable, safe, and welcoming environment for guest through professional and attentive service.
- 3 To continuously develop employee skills and professionalism in order to support operational excellence.
- 4 To adapt to guest needs and industry trends while maintaining Oakwood's brand values in serviced apartments and hotel services.
- 5 To contribute positively to the hospitality industry through sustainable and responsible business practice.

2.2 Facilities

2.2.1 Rooms

Table 2.1 Room Types



Figure	Description
 <p>Figure 2.2 Studio Superior Room</p>	<p>Oakwood Studio superiorRoom is The roomy design, which spans 32 square meters, provides a cozy and practical living area. The accommodation has all the facilities needed for a comfortable and easy stay, and it can hold up to two people. Its size provides a blend of comfort and usefulness, making it appropriate for both quick trips and longer stay</p>
 <p>Figure 2.3 Bedroom deluxe</p>	<p>The 1 Bedroom Deluxe offers a generous living space of 55 square meters, designed to provide an elevated level of comfort and privacy. Ideal for couples or solo travelers who appreciate extra room, this accommodation features a separate bedroom area to enhance relaxation and convenience. With a maximum capacity of two guests, the Deluxe room combines spaciousness with elegant amenities, making:</p> <ol style="list-style-type: none"> 1. Wi-Fi 2. king/double bed 3. Air conditioning 4. LCD TV 5. In-room safe 6. Bathrobe & slippers 7. Minibar 8. Bathtub with shower



Figure 2.4 bedroom premier

Oakwood 1 Bedroom Premier With its 60 squaremeter space, the 1 Bedroom Premier provides up to two guests with an increased degree of comfort and elegance. This room offers plenty of space for rest and privacy because it is designed with a separate bedroom and living area. The Premier is the perfect choice for tourists looking for a high-end experience because it blends sophisticated décor with contemporary convenience to guarantee a relaxing and unforgettable stay. Room Amenities:




1. Wi-Fi
2. king/double bed
3. Air conditioning
4. LCD TV
5. In-room safe
6. Bathrobe & slippers
7. Minibar
8. Bathtub with shower



Figure 2.5 bedroom superior

Oakwood 3 bedroom The 3 Bedroom Superior offers a spacious and comfortable living area ideal for families or groups, accommodating up to six guests. Designed for both short and extended stays, this unit features three separate bedrooms, a living area, and essential amenities to ensure convenience and privacy for everyone. With its generous layout, the 3 Bedroom Superior provides a perfect blend of space, functionality, and comfort for a relaxing stay. Room Amenities:

1. Wi-Fi
2. Air conditioning
3. LCD TV
4. In-room safe
5. Bathrobe & slippers
6. Minibar

 <p>Figure 2.6<i>Oakwood restaurant</i></p>	<p>Oakwood Restaurant is a The hotel has a modern all-day dining restaurant with buffet and à la carte selections that serves a variety of regional and international cuisines. The location offers a warm atmosphere ideal for family dinners, informal get-togethers, and business meetings. There is a chic bar next to the restaurant where patrons may savor a carefully chosen assortment of wines, cocktails, and small bites..</p> <p>Room Amenities:</p> <ol style="list-style-type: none"> 1. Wi-Fi 2. LCD TV 3. Buffet for breakfast 4. Mini bar
 <p>Figure 2.7<i>Oakwood fitness</i></p>	<p>Oakwood fitness is For visitors who want to continue their exercise regimen while here; there is a state-of-the-art, fully furnished fitness center. It has free weights, strength training equipment, and a range of cardio devices. All in-house guests are entitled to free use of the 24-hour fitness center.</p> <p>Room Amenities:</p> <ol style="list-style-type: none"> 1. Wi-Fi 2. LCD TV 3. Facilities fitness
 <p>Figure 2.8<i>Oakwood outdoor swimming pool</i></p>	<p>Oakwood outdoor Swimming pool hotel's outdoor pool provides a tranquil setting for visitors to relax. It is perfect for leisure and Amusement and it offers a picturesque perspective of the city skyline. For extra comfort, there are lounge chairs and poolside service available.</p> <ol style="list-style-type: none"> 1. Wi-Fi 2. Bathrobe & slippers 3. Swimming pool facilities etc.




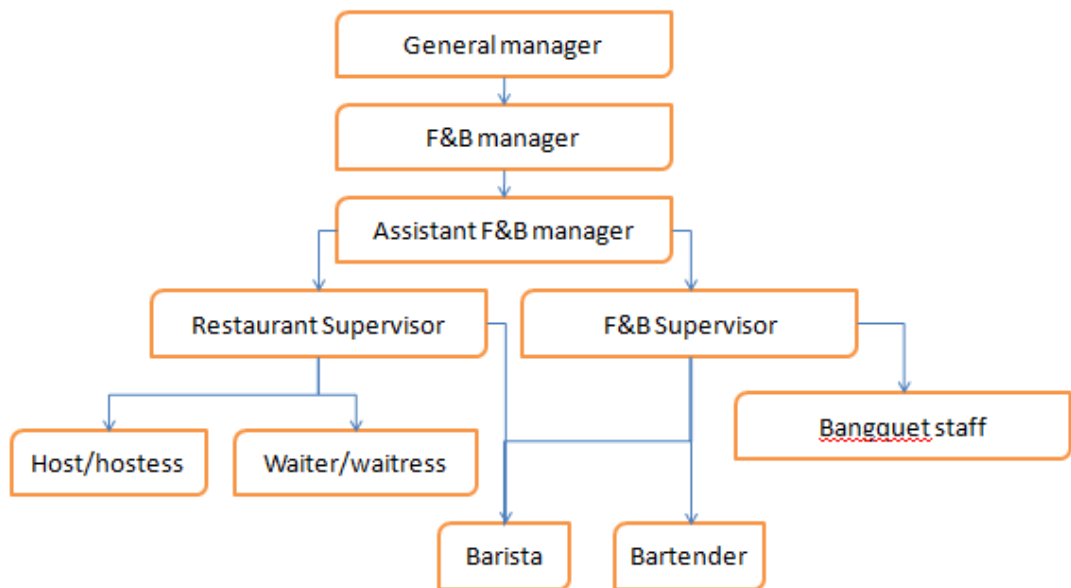
	<p>Oakwood meeting room, Professional meetingspaces at Oakwood PIK Jakartaare available for seminars, private parties, and business events. Every space has high- speed internet, contemporaryaudio-visual equipment, andadjustable seating toaccommodate different eventrequirements</p> <ol style="list-style-type: none"> 1. Wi-Fi 2. Projector 3. Projector Screen 4. LCD TV 5. Ac
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Figure 2.8 Oakwood meeting room

Table 2.2 Dining

Figure	Description
 <p>Figure 2.10 24 hours front desk and conciergeservice</p>	<p>Oakwood front desk and concierge service has a modern and clean design. This restaurant serves breakfast, lunch, brunch, and dinner. It is located on the 2ndfloor. Open from 6 am-10 pm</p>
 <p>Figure 2.11 All ball room events</p>	<p>Ball Professional meeting spaces at Oakwood PIK Jakarta are available for seminars, private parties, and business events. Every space has high- speed internet, contemporary audio-visual equipment, and adjustable seating to accommodate different event requirements.</p>

2.3. Organizational Structure



a. Food & Beverage Manager

Leads all F&B operations, including restaurant outlets, lounges, banquets, and room service.

b. Assistant Food & Beverage Manager Assists the manager in coordinating daily operations such as guest service, staff scheduling, and implementation of service SOPs.

c. Restaurant & F&B Service Supervisors

Oversee service delivery in outlet areas (e.g., restaurants or lounges), brief teams, and ensure service quality meets general hotel standards. (This structure is commonly used in hotels and serviced residences.)

d. Waiter/Waitress, Bartender, Barista, Room Service Staff

Provide direct guest service in various outlets and during room service. (Standard F&B department functions.)