

CHAPTER II

ESTABLISHMENT BACKGROUND

2.1 History of Café

For foodies, Malang City's café industry is a highly sought-after destination. Because a café is more than just a place to eat good food; it's also a place to meet with business associates, socialize, to do work, and enjoy the atmosphere. OURA café is located at strategic area in an elite residential, educational environment and offices, also targeting family groups communal, students, and workers. OURA café also added facilities which became trend in Malang, such as co-working space areas, outdoor space, private dining room, private party room, and various areas for individuals or groups.

OURA was founded in 2018 by an alumnus of Ma Chung University Management Department, Yohan Gunawan. Yohan always looked for a new atmosphere while doing his assignment, by going to various cafes he was inspired. Finally, he and his friends including his sister, who happened to be at culinary school, thought about starting a café. Many challenges need to be faced by Mr. Yohan, especially since Covid-19 happened, the team has to be able to rack their brains. One of the efforts to keep the business running amidst the current limitations, namely by implementing health protocols, cutting prices, and presenting many new menu variants as alternatives due to limited stock of ingredients. From his various entrepreneurial experiences, the tip for success is to have a big vision regarding the business going forward and never give up.

2.2 Vision, Mission, and Company Objectives

2.2.1 Vision of OURA

To become a professional lifestyle and hospitality company by providing original concepts and brands and relying on customer's satisfaction

2.2.2. Mission of OURA

- Develop a professional management system.
- Developing the quality and capacity of human resources.
- Set high standards for product quality and presentation.
- Providing products with consistent quality.
- Maintain customer satisfaction at all times.

2.2.3 Company Objectives

Customer's satisfaction is one of the important thing at OURA. Every customer who visits OURA, will be given a customer satisfaction paper containing criticism, suggestion, and assessments of the service, as well as the taste of the food and drink they ordered. This way, OURA staffs from each section can maintain and improve the quality of work as well as the food and drinks served.

2.3 Organizational Structure and Main Task

The organizational structure in the pastry section is very simple, because there is no structural position such as demi chef or commis chef.

KITCHEN BRIGADE

OURA

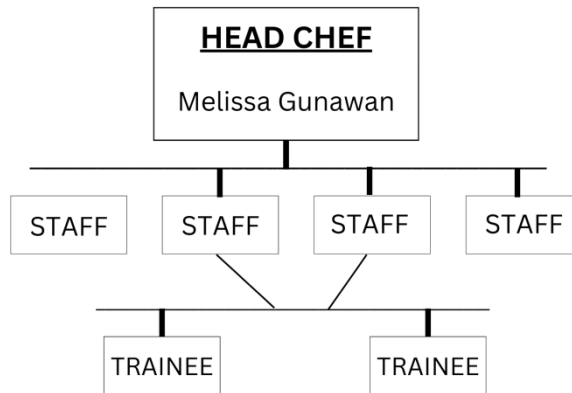


Figure 2.1 Kitchen Brigade

1. Head Chef
 - Developing new menu.
 - Responsible to make sure the quality of the pastry and cake.
 - Determines prices, product, and cost of goods sold.
 - Order and buy the ingredients.
2. Staff
 - Controlling the product process.
 - Make the product.
 - Checking stock.
3. Trainee
 - Controlling the product process.
 - Make the product.

2.4 Establishment Description

OURA has a modern and premium concept with approximately 160 total seating capacity. About 130 regular seating capacity and about 30 seating capacity in VIP room with good facilities such as air conditioner, led projector, free Wi-Fi, and sound.

OURA's regular opening hours are from 08:00 to 22:30, exceptional during Ramadan the opening hours differs, which is from 11:00 to 22:30. However, the opening hours is changed starting from April 11th, OURA's schedule has changed to 10:00 to 22:30 and this schedule is valid until May 10th. But exception for pastry section, the morning shift is still the same because there was an incident that the kitchen's oven was damaged and the pastry oven was borrowed so that the use of the oven did not collide. The entry schedule for all OURA employees is 30 minutes before the operational hours.

There are two different menus available at OURA. The first one is Western food, such as burgers, French fries, there is also pizza and pasta. Steak is also one of the main courses chosen by customers. Apart from Western food, there is Indonesian food under the section of Nusantara-Indonesia Heritage. There are many kinds of menu available, such as *Nasi Campur Madura*, Duck, *Nasi Campur*, Fried Chicken, Fried Rice, *Nasi Timbel*, Rib Soup, and many more. Moreover, there are also many kinds of desserts and pastries available at OURA. The desserts that are served to name some are poured tiramisu, brioche French toast, crème brulee cheese cake, waffle, pancakes, banana bread, and Oreo bread pudding on the menu. There are also pastries available such as cromboloni, cronigiri, cakes, croissants, and croffle choices on the showcase.

2.5 Hygiene and Sanitation

2.5.1 Personal Hygiene

Every staffs and trainees in the pastry section are required to use chef jacket, dark trousers or jeans, and shoes that are not brightly colors, and does not required to use safety shoes. Before preparation started, all staffs and trainees are required to wash their hands, as well as when the shift done. Women should tie their hair, neat nails and free from nail polish since it can attract bacteria and contaminate the

food.

2.5.2 Sanitation Procedure

When handling ready to eat food, employees have to use gloves as much as possible. Apart from that, staffs must wash hands before and after if it is not possible to use hand gloves at certain times. In the case of using an equipment such as a cutting board to fill the Cronigiri which is savory inside, the pastry team borrowed a cutting board and knife from the hot kitchen section to avoid food contamination.

2.5.3 Cleaning Procedure

All the equipment in pastry section will be cleaned by kitchen staffs in pastry section itself with flowing water and soap without steward.

After service hours' end, all staffs and trainees are required to clean the station with soap and wiped it. As well as cleaning and mopping the floor before leaving. Once every two months, pastry staffs and trainees conduct a deep cleaning covering all the pastry section, chiller, and freezer.

2.5.4 Ingredients and Product Handling

For the ingredients, pastry section has a weekly form to fill out or ingredients required can be written in the group chat by pre-order and then the head chef herself will purchase the ingredients.

OURA does not have a specific requirement in storing dry ingredients, however dry ingredients have its own storage area and any excess will be placed on the floor, in a cardboard box. Ingredients such as cream or any bacteria-prone items that have been made are immediately placed in an under counter chiller at a standard temperature of 6°C to -4°C. On the other hand, a fast-moving ingredient such as

eggs are not stored in the refrigerator, instead it is placed in room temperature environment.

Unlike large establishment such as hotels that has a strict written food handling process, OURA has its own ways that are slightly less strict. For example, for products and condiments that has been made, it will simply be stored in the chiller with piping bag or a closed container. Each item will be labeled with its name to avoid it getting switched.

2.5.5 Waste Handling

To reduce food waste, OURA processes items to be reuse as another product or simply a decor, for example cake trimmings will be made into crumbs and used as cake decorations. Croissant doughs trimmings will be reassembled into dough again and made for Croffles or as pastry dough for egg tarts. And if the produced croissants are not suitable for sale, then the croissants will be used as an Oreo Bread Pudding dessert menu.

If there is a product that doesn't sell, usually the head chef will look for ideas with that product, and then conduct a research and trial it. If the trial gets approval for sale from the director, then the trial product will be up for sale but in small quantities first to see whether the product sells or not.