

CHAPTER II

ESTABLISHMENT BACKGROUND

2.1 History of Company

W Bali - Seminyak is a five-star hotel located in the Jl. Petitenget, Seminyak, Bali. W Bali - Seminyak was established in 2011 under PT. Dua Cahaya Anugrah. W Bali - Seminyak is a part of W Hotels that is owned by Marriott International group. W Hotels is an American upscale lifestyle hotel chain that is marketed for a younger age group. The first W Hotels was opened in Lexington Avenue, New York in 1998 under Starwood Hotels and Resorts Worldwide, before eventually becoming part of Marriott International in 2016 following the acquisition of Starwood by Marriot. Starwood Hotels created the brand in response to recognizing a need in the market for a luxury hotel brand that catered more to younger consumers and was more focused on lifestyle and leisure. W Hotels was born from the mix of eclectic cultures and vibrant energy of New York City.

W Hotels was founded on the audacious mindset and round-the-clock culture of New York City, and for more than 20 years, it has revolutionized and changed the hospitality industry. The concept behind the W was to create a fun, design-focused hotel that was not like traditional business hotels, drawing inspiration from fashion, music, and design. With almost 70 hotels in more than 30 countries, W is blazing a path through the world and upending conventional notions of luxury wherever the recognizable W sign appears. W seeks to ignite visitors' passion for life by igniting an insatiable urge to take it all in, enjoy every moment, and hit play. The brand's supercharged energy, which is innovative, inspiring, and contagious, celebrates guests' insatiable desire to see more, feel more, go longer, and stay later in each destination.

W Hotels also have their recognizable service promise, Whatever/Whenever. It defines how the brand is different and is the reason that guests love W Hotels. Whatever/Whenever stands for “whatever you want,

whenever you need it, as long as it's legal, the sky is the limit".
Whatever/Whenever is the pulse of W Hotels. It is the W Hotels culture and service promise.

2.2 Vision Mission and Company Objectives

2.2.1 Mission

The mission of W Hotels is "Ignite Curiosity. Expand Worlds"

2.2.2 Values

W Seminyak - Bali does not have vision, but instead it is called values. W Seminyak - Bali has 4 values. It defines what they stand for and how they show up

Originality: We celebrate individuality. We embolden others to be their true selves. Don't just welcome self-expression but encourage it. Cater to the character of each guest.

Curiosity: We crave fresh perspective. We have an insatiable appetite for culture. Always seek out new ideas. Create a playground for guests to explore

Momentum: We focus on the future. We only look forward. Constantly raise the bar. Thrive on positive change.

Daring: We aren't afraid to take risks. We go after big ideas and make them happen. Set precedents, exceed expectations, stand out. Make our own path.

2.3 Organizational Structure and Main Task

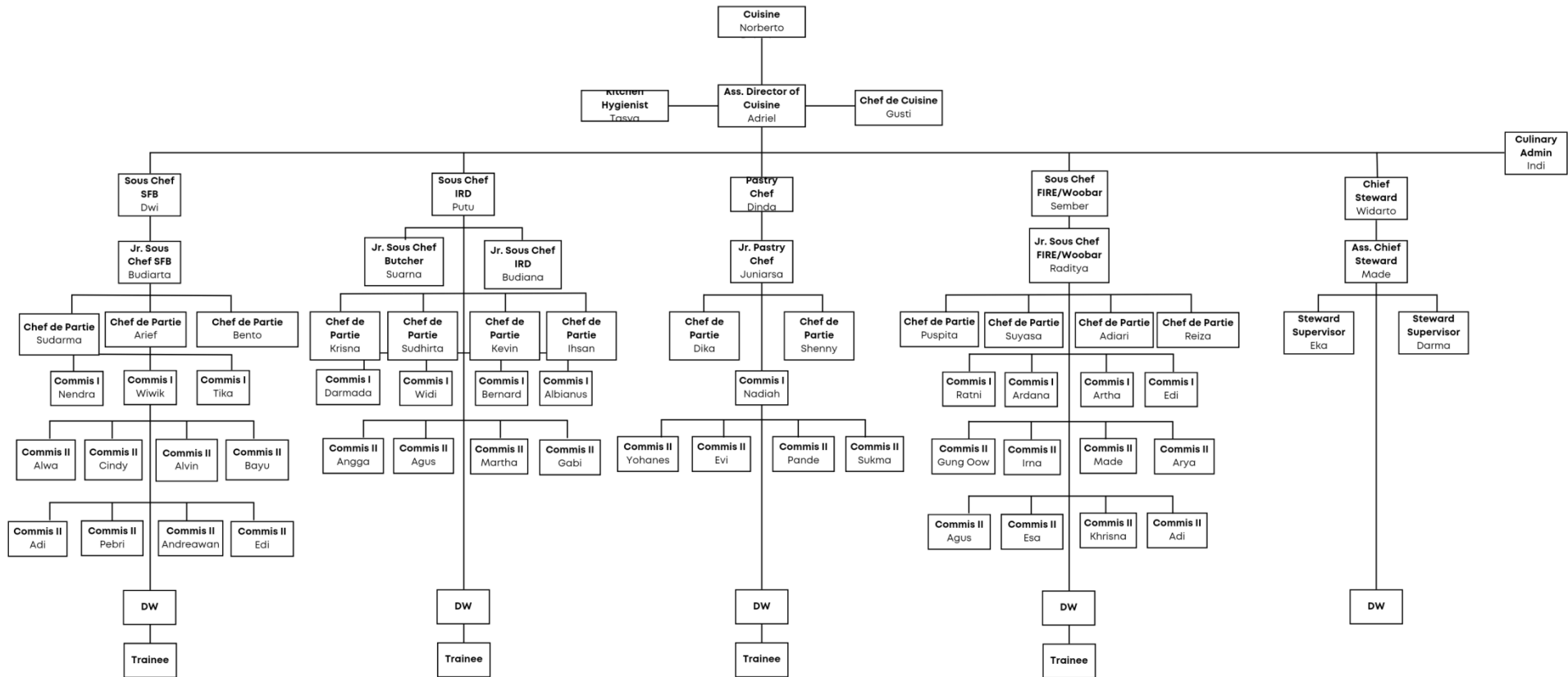


Figure 2.1 Kitchen Brigade

Main Task:

1. Director of Cuisine:
 - Oversees all kitchen operations
 - Ensure high standards of food quality
2. Kitchen Hygienist
 - Trains staffs (especially new trainees) on hygiene and food safety practice
 - Making sure the kitchen meets hygiene and sanitation standards
 - Conduct regular inspections
3. Assistant Director of Cuisine
 - Assist the director of cuisine with daily operation
 - Help with menu planning
4. Chef de Cuisine
 - Making weekly schedule for all kitchen staffs and trainees
 - Manages daily operations
5. Culinary Admin
 - Manage administrative tasks
 - Coordinates communication with other departments
6. Sous Chef
 - Planing and making menu
 - Developing new recipes
 - Manages kitchen operation
 - Supervise the lower-level kitchen staffs
 - Order ingredients
7. Jr. Sous Chef
 - Support the sous chef in managing daily operations
 - Assist with food preparation and cooking
 - Help supervise the kitchen staffs
8. Pastry Chef
 - Planning and making menu, especially for pastry and dessert
 - Developing and testing new recipes

- Oversees the pastry sections

9. Jr. Pastry Chef

- In charge of bakery
- Assist pastry chef in daily operations

10. Chef de Partie

- In charge of specific sections
- Prepare and cook the food
- Ensuring the food quality and standard

11. Commis I

- Prepare and cook the food
- Executing daily tasks
- Responsible for the trainees

12. Commis II

- Prepare and cook the food
- Executing daily tasks
- Responsible for the trainees

13. Daily Worker

- Assisting the staffs to do various task
- Guide the trainee
- Flexible role depending on the kitchen's need

14. Trainee

- Gains and learns hands on experience in the kitchen
- Assisting the seniors to do various task
- Following recipes that has been provided

15. Steward

- Responsible for cleaning and ensuring the hygiene in the kitchen
- Empty the trash bin and throw the waste accordingly
- Washing the utensils, dishes, and kitchen tools

2.4 Establishment Description

2.4.1 Room

W Bali - Seminyak has 152 rooms that consist of Wonderful Garden View Escape and Spectacular Ocean Facing Escape. It also has 6 suites, consist of Marvelous Suite, WOW Suite, and Extreme WOW Suites. Not only rooms and suites, W Bali - Seminyak also has 75 villas consist of Marvelous One Bedroom Pool Villa, WOW Two Bedroom Pool Villa, and Extreme WOW Three Bedroom Pool Villa.

2.4.2 Restaurant

1. FIRE Restaurant



Figure 2.2 FIRE Restaurant

FIRE is one of the restaurants in W Bali - Seminyak. Inspired by the mystique of Bali's conceal-and-reveal ritual, FIRE brings the ageless kecak dance to life on stage. The island's captivating dance brings life to FIRE, from the flames that burst around a dramatic open kitchen to the exquisite marble checkered pattern; from the poleng pendants and burnt timber strips to the fireball chandelier at the center of it all. Beyond the design concept's playful reinterpretation of tradition, the Kecak dance also influences the menu with sizzling dry-aged meats and complex slow-cooking rituals.

FIRE open from 6.30 a.m. - 11 p.m., the breakfast start from 6.30 a.m. - 11 a.m., then lunch start from 12 p.m. - 5 p.m., and then continue with dinner from 5 p.m. - 11 p.m. The size of FIRE Restaurant is 733.8 m² with an indoor capacity of 44 seats and outdoor capacity of 48 seats.

2. Starfish Bloo



Figure 2.3 Starfish Bloo

Other than FIRE Restaurant, W Bali - Seminyak also has another restaurant named Starfish Bloo. Starfish Bloo is a vibrant oceanfront restaurant that served pan asian food. Starfish Bloo's open kitchen and stylish, modern decor create a welcoming space that's ideal for both everyday meals and special events. Guests will enjoy excellent service and stunning ocean views that make every visit unforgettable, whether they are savoring freshly caught seafood or indulging in signature cocktails at the vibrant bar.

Starfish Bloo open from 7 a.m. - 11 p.m., the breakfast start from 7 a.m. - 11 a.m. (except for Sunday, breakfast start from 7 a.m. - 10.30 a.m.), lunch start from 12 p.m. - 5 p.m., and then continue with dinner from 5 p.m. - 11 p.m. The total seats available at Starfish Bloo restaurant are 129 seats, which consisting of 46 indoor seats, 60 outdoor seats, 7 raw bar seats, and 16 communal seats. Starfish Bloo also has brunch every Sunday. This Sunday brunch start from 12 p.m. - 3.30 p.m.

2.4.3 Bar

1. WOOBAR



Figure 2.4 WOOBAR

WOOBAR is a beach bar that located in W Bali - Seminyak. The eternal conflict on the island between spirituality and nature is reflected in Woobar. The three curved layers of a seashell served as the model for this Bali beach club. Visitor can enjoy dinner, tapas, and cocktails while protected from the weather by 14 curved glass panels that slide like a giant visor around the entire structure. WOOBAR is open from 8 a.m. - 2 a.m. WOOBAR has total 175 seats, which divided into 121 indoor seats and 54 outdoor seats.

2. W Lounge



Figure 2.5 W Lounge

W Lounge is a bar located in the lobby of W Bali - Seminyak. W Lounge serves variety of drinks and snacks. It open from 8 a.m. - 12 a.m. The total seats available in W Lounge are 64 seats, divided into 16 outdoor seats and 48 indoor seats.

2.5 Hygiene and Sanitation

2.5.1 Personal Grooming

At W Bali - Seminyak, maintaining personal hygiene is very important. There are several rules that must be followed by all of the staffs and trainees in the kitchen. All of the staffs and trainees must use the proper uniform provided by the hotel. For culinary trainees, the uniform consist of W t-shirt, blue apron for Starfish Bloo, black apron for other outlets, black cap, dark blue jeans, safety shoes, and W pin. Staffs and trainees with long hair must tie the hair back and use a hair net to prevent hair from getting into the food. Nails should be clipped and nail polish is also prohibited. The use of hand accessories such as rings is prohibited because it may lead to cross-contamination. All of the culinary teams must wash their hands before work.

2.5.2 Sanitation

Every kitchen staffs and trainees at W Bali - Seminyak must follow the rules and regulations for hygiene and sanitation. Every stations must be clean before and after work. Every staffs and trainees must clean their station before finishing the shifts, and must provide pictures for evidence. Before shift change, all of the utensils containers must be washed, the water should be replaced and sanitation solution must be added into the containers. Every once a week, usually on Sunday, some outlets will do general cleaning to clean the kitchen, this include cleaning the chiller, walk in chiller, and also the stations. The stewards are also clean the exhaust and kitchen tools like the oven every once a week.

W Bali - Seminyak also has other rules and regulations to help ensure the food safety. In the kitchen, there are six different colors of cutting board, each color serving different purpose. Green cutting board for fruits and vegetable, red cutting board for raw meat and poultry, blue cutting board for raw fish and seafood, brown cutting board for cooked food, white cutting board for bread and pastry, and yellow cutting board for cheese. The staffs and trainees also must do temperature check regularly to make sure that the temperature of chiller and freezer is meeting the regulations.

2.5.3 Receiving and Handling Ingredients

All ingredients will pass through the receiving sections before entering the kitchen, where it will be sorted, checked, and distributed to each outlets.



Figure 2.6 Receiving Sections

All of the fruit and vegetables must be washed in the specified area with vegetables sanitizer before being placed in the chiller.



Figure 2.7 Receiving Sink

Dry and canned items must be stored in dry store areas. Opened dry items must be vacuumed and then labeled with open date. All food must be labeled with expire date, 3 days for food in chiller, 7 days for food in room temperature/dry store, and 1 month for food in freezer.

2.5.4 Waste

All kitchen staffs and trainees are required to dispose the waste according to the existing rules. In every sections of the kitchen, there are two types of bins available, organic and non-organic. The organic bins are specifically for food waste only. These bins will be emptied by the steward regularly. All kitchen staffs and trainees are advised to minimize waste. Food scraps such as carrot peels can be used for making stocks, even though there are no rules that required the staffs to keep the carrot peels, but some outlets use them. After pickup ingredients fro receiving, the cardboard should be folded and placed in the designated area.