

CHAPTER II

ESTABLISHMENT BACKGROUND

2.1 History of Company

W Hotels is an American upscale lifestyle hotel chain owned by Marriott International that is marketed towards a younger age group. W was born from the mix of eclectic cultures and vibrant energy of New York City, first opened in New York City in 1998. From there the brand grew into the world, everything has changed and that's just the way the brand likes it.

The brand was developed by Barry Sternlicht, as Starwood Hotels and Resorts Hotels' CEO from 1995 until 2005. The earlier W Hotels in the U.S. were renovations of existing hotels within the Starwood group. W Hotels became part of the Marriott Bonvoy family in September 2016, when Marriott acquired Starwood Hotels. (Wikipedia contributors, 2024).

W Hotels set themselves apart from other hotel brands with a number of unique characteristics. Expect to see a "Living Room" with a bar and seats in place of a lobby, which serves as the hotel's natural gathering spot. W Hotels feature an unusual guest room naming concept. You may anticipate 'Cozy' and 'Wonderful' rooms all the way up to 'Fabulous' and 'Spectacular' suites in place of traditional naming strategies (Jones, 2022).

W Hotels, which were inspired by the daring, 24/7 lifestyle of New York City, have been redefining hospitality for more than 20 years and, wherever the iconic W symbol appears, breaking the standards of traditional luxury. Over 60 hotels worldwide, the attention to detail in the architecture, and the legendary Buzzing, distinctive Living Rooms with service promise of the W Hotels chain to help their guests at any time with anything they need – “Whatever / Whenever” service produce an experience that is frequently duplicated but never matched. The brand is vibrant and energizing, celebrating the desire of every tourist to discover the location

via a uniquely W perspective ((*W By Marriott*, n.d.); ((*The Hospitality Industry. Companies: W Hotels*, n.d.)).

2.2 Values and Mission

2.2.1 Mission

Ignite Curiosity. Expand Worlds

2.2.2 Values

In W Bali Seminyak there's no vision but instead it is called value. There are 4 value's in W Bali Seminyak :

– **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 Organizational Structure

1. General Manager
 - Managing daily hotel operation and ensuring all departments functioning smoothly
2. Hotel Manager
 - Oversees all hotel operations to ensure guest satisfaction and smooth functioning.
3. Personal Assistant to General Manager
 - Provides administrative support to the General Manager and manages their schedule.
4. Director of Human Resource
 - Manages recruitment, employee relations, and staff development.
5. Assistant Director of Finance
 - Assists in overseeing the hotel's financial operations and budgeting.

6. Director of Sales
 - Leads the sales team to maximize revenue through bookings and events.
7. Director of Marketing Communication
 - Manages the hotel's brand image and marketing strategies.
8. Director of IT
 - Oversees all technology and information systems within the hotel.
9. Revenue Manager
 - Analyzes and optimizes the hotel's revenue through pricing strategies.
10. Director of Beverage & Food
 - Manages all food and beverage operations to ensure quality and service.
11. Director of Cuisine
 - Oversees the kitchen operations and ensures high culinary standards.
12. Director of Engineering
 - Maintains the hotel's facilities and ensures all systems are operational.
13. Assistant Director of Rooms & Residential Services
 - Manages room operations and guest services for residential areas.
14. Learning & Development Manager
 - Coordinates training programs for staff development and improvement.
15. Human Resource Manager
 - Handles daily HR tasks including hiring, onboarding, and employee issues.

16. Quality & Sustainability Manager

- Ensures the hotel meets quality standards and sustainability goals.

17. Reservations Manager

- Manages the reservations team and ensures efficient booking processes.

18. Loss Prevention Manager

- Oversees security measures to prevent theft and ensure guest safety.

2.4 Establishment Description

2.4.1. Kitchen Brigade

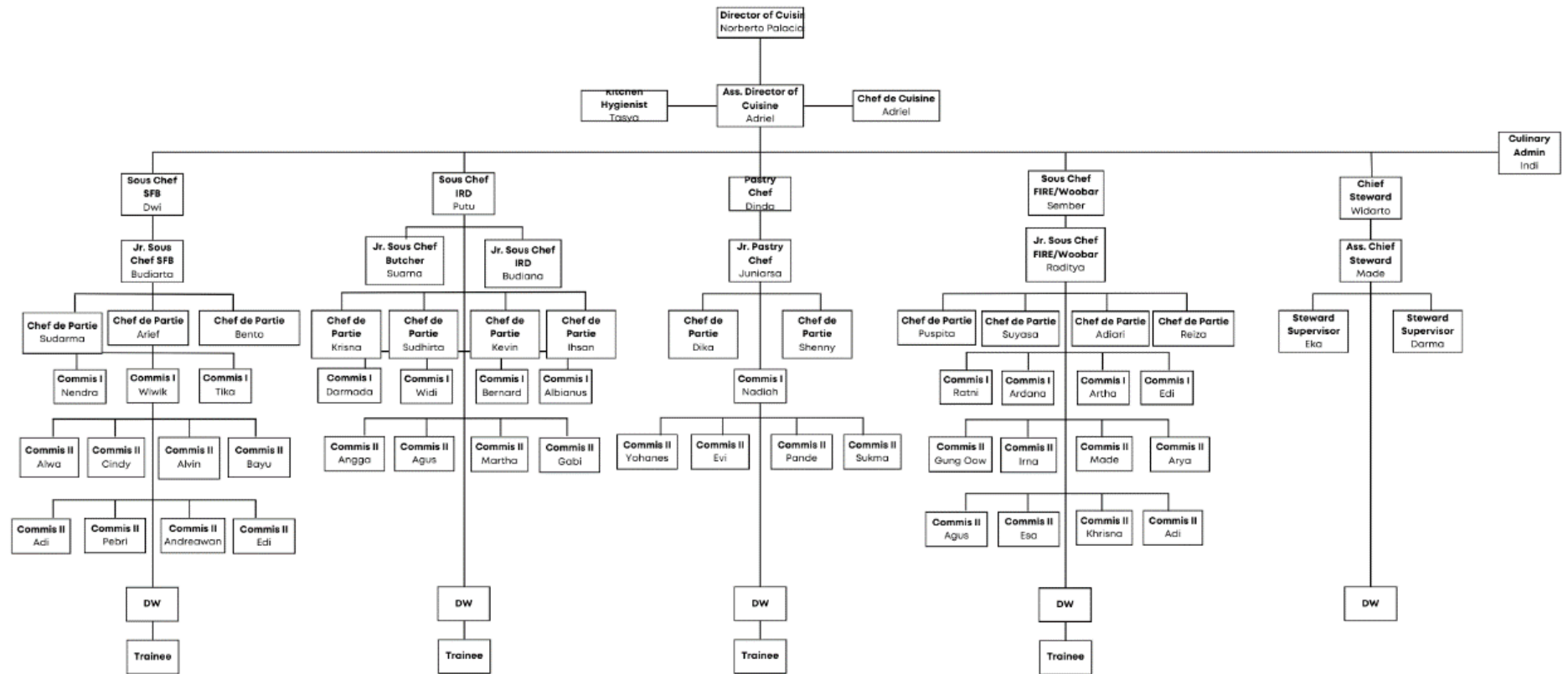


Figure 2.2 Kitchen Brigade

1. Director of Cuisine
 - Oversees all culinary operations and ensures high culinary standards.
2. Assistant Director of Cuisine
 - Assists the Director of Cuisine in managing kitchen operations and staff.
3. Chef de Cuisine
 - Leads the kitchen team and creates menus.
4. Kitchen Hygienist
 - Ensures the kitchen meets health and safety standards.
5. Culinary Admin
 - Handles administrative tasks for the culinary department.
6. Sous chef
 - Assists the Chef de Cuisine and supervises kitchen staff.
7. Pastry Chef
 - Manages the pastry section and creates desserts.
8. Chief Steward
 - Oversees the cleanliness and organization of the kitchen.
9. Jr. Sous Chef
 - Supports the Sous Chef in daily kitchen operations.
10. Jr. Pastry Chef
 - Assists the Pastry Chef with preparing desserts.
11. Assistant Chief Steward
 - Helps the Chief Steward manage kitchen sanitation.
12. Chef de Partie
 - Manages a specific section of the kitchen.
13. Commis I
 - Prepares ingredients and supports chefs in a specific kitchen section.
14. Commis II
 - Assists with basic food preparation tasks.

15. Daily Worker

- Performs various temporary kitchen tasks as needed.

16. Trainee

- Learns kitchen operations and supports the culinary team.

2.4.2. **Restaurant**



Figure 2.3 Fire Restaurant

The most delightful grill restaurant in Seminyak, FIRE, is going back to its original concept of Bali mysticism, where visitors will be amazed by the amazing energy and magic of Kecak, the traditional dance of Bali (*Restaurants in Seminyak, Bali / W Bali - Seminyak*, n.d.).

- Opening hour :
Breakfast (6.30 – 11.00 AM)
Lunch (12.00 – 5.00 PM)
Dinner (5.00 – 11.00 PM)
- Capacity : 92 seats
- Type of food : Dry-aged, Flame-cooked Meat, Seafood, etc.



Figure 2.4 Starfish Bloo

Vibrant seaside eatery Starfish Bloo is passionate about utilizing the best, locally sourced seafood and garden-grown foods to their utmost (*Restaurants in Seminyak, Bali / W Bali - Seminyak, n.d.*).

- Opening hour :
Breakfast (7.00 – 11.00 AM) / (7.00 – 10.30 AM (on Sunday))
Lunch (12.00 – 5.00 PM)
Dinner (5.00 – 11.00 PM)
- Capacity : 129 seats
- Type of food : Sushi, Seafood, Soup, Burger, Dessert, etc.



Figure 2.5 Woobar

Get comfy in one of Woobar's many hidden indoor and outdoor places, or enjoy delectable, thoughtfully prepared appetizers at the bar. With local DJ beats, Woobar comes alive at night and becomes the liveliest spot in Seminyak (*Woobar Bali : Seminyak Beach-Club*, 2024).

- Opening hour : 8 AM – 1 AM
- Capacity : 175 seats
- Type of food : Salad, Flat bread, Pizza, Cocktails, etc.



Figure 2.6 Ice Bar

After enjoying a meal at our seaside restaurant Starfish Bloo, where you can take in views of the ocean and tranquil Bali colors, stop by ICE BAR for a drink and some artisanal cheese and house-made charcuterie (*Marriott Bonvoy | Explore Member Benefits in Asia Pacific*, n.d.).

- Opening hour : 11 AM – 12 AM
- Capacity : 48 seats
- Type of food : Cocktails, Wine.

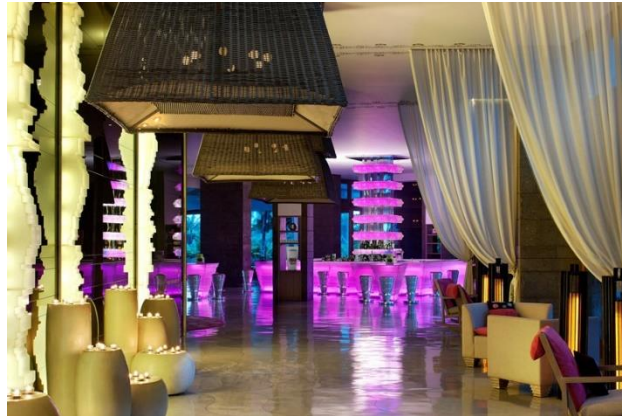


Figure 2.7 W Lounge

W Lounge is not like other bars. Make an entrance, grab a drink while the gorgeous people walk across the room, or catch up with high tea in Seminyak for the day. This laid-back restaurant and bar serves cocktails and bite-sized food inspired by Bali (*Marriott Bonvoy / Explore Member Benefits in Asia Pacific*, n.d.).

- Opening hour : 8 AM – 2 AM
- Capacity : 64 seats
- Type of food : Tapas / Bites

2.5 Hygiene and Sanitation

2.5.1. Self-Grooming

In W Bali Seminyak the trainee is given uniform for the daily work in hotel. The trainee needs to use W-hat, t-shirt, apron, W pin, dark blue jeans, and safety shoes. For female trainee the hair needs to be tied and wear hair net to reduce the possibility of the hair get in the food. The uniform that was already used will be washed in the hotel and the trainee need to pick up the uniform from hotel laundry. The trainee must wash their hands before they start their work. All of the staff and trainees is forbidden to use any kind of jewellery while working.

2.5.2. Sanitation

There are several sanitation standards and procedures in the kitchen, such as:

- Clean the kitchen table and sink after all of the work is finished
- Checking the condition of dry and fresh ingredients, throw the spoiled ingredients.
- All of the staff is required to use hand gloves all the time to touch ready to eat food.
- Always put label to any kind of product.

2.5.3. General and Deep Cleaning

The different between general cleaning and deep cleaning W Bali Seminyak are general cleaning is done every once a week meanwhile deep cleaning is done just once during the author internship, general cleaning is just cleaning the chiller and the kitchen meanwhile deep cleaning is including the dry store, drawer, front and back kitchen, freezer, and also chiller.

2.5.4. Receiving and Handling Ingredients

The staff or trainee will take the ingredients from the receiving and then wash the vegetable like lettuce, potato, carrot in sanitation solution, and for the dry ingredients it needs to be stored at the dry store meanwhile the ingredients like yogurt or ice cream need to be stored immediately at freezer and chiller.

2.5.5. Waste

In cold kitchen the waste is differentiate between the pineapple skin and watermelon skin with other food waste, also it has another garbage for non-food waste. The watermelon skin and pineapple will be recycled to be compost, and for banana skin it will be processed to be a zero-waste menu in W hotel like zero waste pancake.