

## **CHAPTER II**

### **ESTABLISHMENT BACKGROUND**

#### **2.1 History of Hotel**

Bvlgari Resort is a luxury hotel brand that originated from the Italian jewelry and luxury goods company. Founded in 1884 by Sotirios Voulgaris, a Greek jeweler who opened his first shop in Rome, Italy. Over the decades, Bvlgari became known for its exquisite jewelry, watches, accessories, and later expanded into fragrances and hotels. In the early 2000s, Bvlgari expanded its brand beyond luxury goods into the hospitality sector. The company aimed to translate its brand essence of luxury, elegance, and craftsmanship into the realm of hospitality with a series of exclusive hotels and resorts. The first Bvlgari Hotel opened in Milan, Italy, in 2004. This hotel set the standard for the brand's approach to luxury hospitality, blending Italian design aesthetics with personalized service. Following that, in 2006 Bvlgari expanded its location and opened in Bali that offers a straight view to a beautiful ocean scenery and a combination between nature of Bali and Italian design for the villa that makes it suitable for anyone that enjoy luxury and nature.

Bvlgari Resort offers a dining experience at their restaurant. Sangkar Restaurant which offers authentic Balinese dishes with a selection of international specialties. Sangkar which means “cage” in Indonesian is associated for its interior design, lighting, and restaurant décor. The menu offers a fast variation of Asian and international cuisine. What makes Sangkar Restaurant special is its all-day dining, which means that guests can order breakfast menu anytime of the day. With this the guest will not have to worry about waking up late and missing on the breakfast.

Another thing that makes Sangkar Restaurant special is that Sangkar Restaurant accepts any kind of special request from guests. This means that the guest can request a special order that is not on the menu.

## **2.2 Vision, Mission, and Company Objectives**

Bulgari Resort Bali doesn't have any vision and mission instead, Bulgari use motto, core values, and service model.

### **2.2.1 Motto**

*"Veritas tibi et alteris"* which means "True to self and others."

### **2.2.2 Core Values**

"Authenticity, Pure Presence, Radiance, Grace, Enchantment, Integrity, Tradition of Excellence"

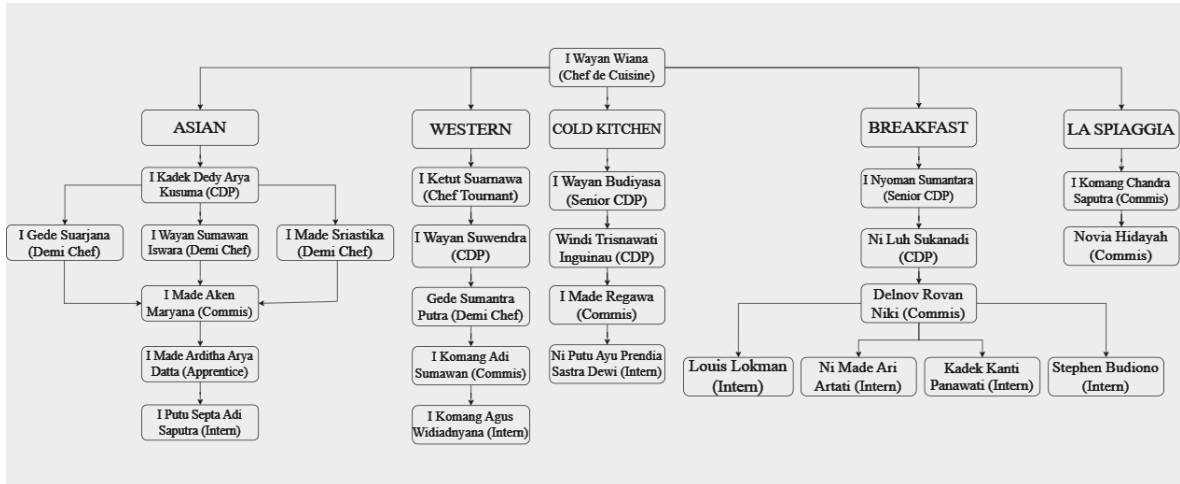
### **2.2.3 Service Model**

1. Greet warmly and graciously
2. Anticipate and fulfil guest's wishes and needs
3. Express genuine gratitude

### **2.2.4 Company Objectives**

Customer satisfaction has always been the primary objective of Bulgari Resort Bali, providing luxury experience, and exceptional service for the guests.

## 2.3 Organizational Structure and Main Task



**Figure 2.1** Kitchen Brigade

### 1. Chef de Cuisine

- Hiring and training staffs
- Overseeing food preparation and service
- Plan menus

### 2. Chef Tournant

- Assisting head chef in new recipes development
- Managing kitchen staff
- Checking inventory of meat and produce

### 3. Senior CDP

- To manage a section and junior chefs
- To maintain a high standard of food quality and presentation

4. CDP

- Preparing, cooking, and presenting high-quality dishes within the section
- Assisting on defining menu concept
- Monitoring supplies

5. Demi Chef (Assistant Chef)

- Food preparation
- Assisting in cooking and food presentation

6. Commis

- Supporting Chef de Partie (CDP)
- Helps ensure the kitchen is running smoothly

7. Intern

- To do the instructed work
- Perform opening, closing, and any other side work

## **2.4 Establishment Description**

### **2.4.1 Resort Description**

Bvlgari Resort Bali has total of 62 villas and 6 mansions.

### **2.4.2 Restaurant**

- Sangkar Restaurant

Sangkar Restaurant is one of the restaurant at Bvlgari Resort Bali. The type of menu used at the restaurant is a la carte menu where they serve Asian and Western cuisine. The restaurant is open from 7 AM until 10 PM. Sangkar Restaurant has a total of 24 tables with 2 seats on each table. But sometimes more chairs are added depends on the guests.

- Il Ristorante

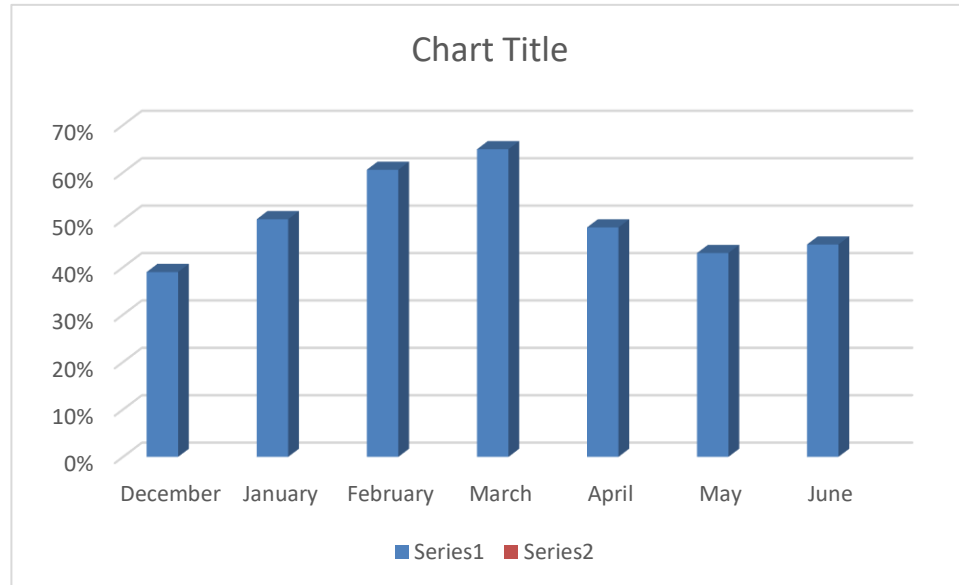
Il ristorante is a fine dining type restaurant at Bvlgari Resort Bali where they serve Italian mixed with French cuisine and technique. Il ristorante has a total of 18 tables and 36 chairs. Il ristorante opens from 6 PM until 9.30 PM.

- La Spiaggia

La Spiaggia is one of the restaurant at Bvlgari Resort Bali. The restaurant is located at Bvlgari's private beach. La Spiaggia is open from 12 PM until 16.30 PM. La Spiaggia has 2 floors, where the first floor has one long table for 4 pax and 1 table for 3 pax, and the second floor has 2 tables with each table for 3 pax and 1 table for 6 pax.

### 2.4.3 Occupancy Rate

Occupancy rate at Bvlgari Resort Bali from December to January.



- December : 39%
- January : 50%
- February : 61%
- March : 64.9%
- April : 48.4%
- May : 43%
- June : 44.8%

## **2.5 Hygiene and Sanitation**

The standard grooming and hygiene of all trainees at Bvlgari are very strict and must be upheld by everyone. Hair must be neat and clean, hairstyle must not be distracting and covering the eyes, nails must be kept clean and neatly trimmed, uniforms must be worn at all times when on duty and must be clean. Before preparation, everyone must check the quality of supplies, ingredients, and produce. Everyone is instructed to clean the section first and wash their hands. Whenever handling produce is required such as meat and fish, a hand glove is required.

After service time is over, all staffs are required to clean their section using soap and wipe them dry. All condiments and ingredients are put on a tray, wrap them in plastic wrap and keep them in the chiller or freezer before going home. All preparations kept in the chiller must be changed after 2 days because they will be spoiled.