

CHAPTER 2

ESTABLISHMENT BACKGROUND

2.1 History of KONG

KONG Opened 1st September in 2021, Bringing international elegance into the bustle of Canggu; KONG promises a touch of European metropolitan class – offering contemporary bistro-chic styled dishes with personable and refined service.

Serving a generous à la carte menu, fine wines and classic cocktails, and a wide selection of bar snacks and delicatessens - the eclectic menu has been carefully put together by Chef Kim Jonsson. The kitchen uses only the freshest produce and ingredients available, sourced with sustainability in mind.

KONG is housed in a new colonial-style building on Jl.Pantai Berawa – complete with wooden shutters and inner archways, evocating Singapore of the 1920s. This motif extends into the lush interiors where wood surfaces complement dark blue walls and brightened by the polish white floors. The dark corners and velvet touches give KONG a cost yet elegant ambience; it is both relaxed and refined, inviting but exclusive. Complete with valet and hostess.

2.2 Vission, Mission, and Company Objectives

2.2.1 Vission of KONG

To become one of the restaurants that is famous for the quality of its menu and service

2.2.2 Mission of KONG

- a. Prioritizing customer convenience
- b. Able to develop the restaurant to be more popular
- c. Able to open many job opportunities

- d. Able to innovate in presenting new menus that are in great demand by the public

2.2.3 Market and Marketing Activities

1) Business Environment

In Bali, the food and beverage business is very promising considerable opportunity because of the many food cultures. Also because it is an international and local tourist destination where many local and foreign tourists vacation to get good culinary.

2) Market Conditions

There are many business competitors in this field, but we work around this by making the best variety of food and service so that it can attract people to come to our restaurant with the quality that we always maintain.

3) Marketing Plan

With the food and beverages business that already has regular customers, we will improve our quality by making stunning innovations

4) Concept

KONG promises a touch of European metropolitan class – offering contemporary bistro-chic styled dishes with personable and refined service. Serving a generous la carte menu, fine wines and classic cocktails, and a wide selection of bar snacks and delicatessens - the eclectic menu has been carefully put together by Chef Kim Jonsson. The kitchen uses only the freshest produce and ingredients available, sourced with sustainability in mind. KONG is housed in a new colonial-style building on Jl.Pantai Berawa – complete with

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5) Location

The location for the KONG Restaurant Bali hangout is located on Jl. Berawa Beach No.14B, Canggu, Kec. North Kuta, Badung Regency, Bali 80361.

6) Opening Hours and Facility

Kong Restaurant Bali operating hours are 11 AM - 11 PM

7) Facilities

- a. Photo spot
- b. Smoking room
- c. AC room
- d. Electric socket
- e. Wifi access
- f. Toilet
- g. Bar
- h. DJ

2.2.4 KONG Restaurant Bali Photos



Picture 1. KONG Restaurant Bali



Picture 2. AC Room



Picture 3. Smoking Area



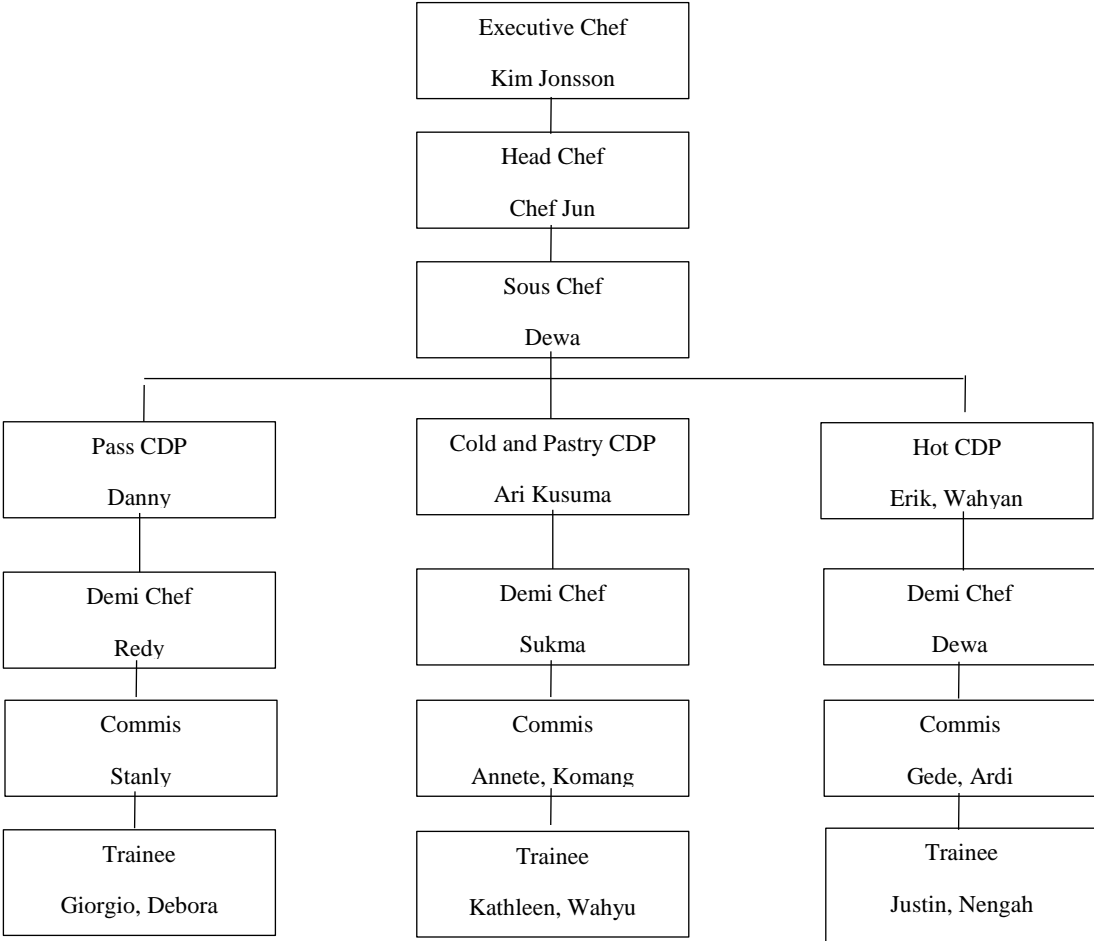
Picture 4. Bar



Picture 5. Kitchen Pass Through Window

2.3 Kitchen Brigade

KITCHEN BRIGADE



Picture 6. Kitchen Brigade Diagram

Kitchen Brigade Description

1. Executive chef : executive chef used to creating new menu to all of outlets that exist, checking and handle the menu that will be served to guests, told the team what to do if there is such and event.
2. Head Chef : help executive chefs to create new menus, view and checking ordered ingredients, create schedules for all teams, order items for trial new menus, change or add some menu with executive chef
3. Sous chef : sous chef help head chef to cook the food that will be served to guest, and in-charge if head chef not in place. Sous-chef also in-charge for some admin errands, and ordering some items required for production
4. Chef de Partie : the chef de partie helps the sous chef to handle the team by section and make sure everything is running well before the food is served to guests, order the ingredients for this section
5. Demi-chef : demi-chef cook the food that will be served to guest, in-charge if the chef de partie not in place, help chef de partie to check the event.
6. Commis : commis helps demi-chef to prepare food and check supplies of items needed for production communicate with demi-chef if there are some problems with food, such as menu changes and impromptu events
7. Trainee : responsible for the work in accordance with the tasks that have been given

2.4 Personal Hygiene and Sanitation Section

2.4.1 Personal Hygiene SOP

- 1) Wearing black hat, uniforms, apron, and safety shoes
- 2) Nail must be clean and short
- 3) Use face mask if you are not feeling good
- 4) Everyone who works in the kitchen area is advised not to wear too much jewelry
- 5) Wash your hands before contact with ingredients
- 6) If maybe the worker have a wound, the worker have to cover the wound

2.4.2 Personal Grooming Standards

- 1) Hair must be clean, tied, and use hat during shift
- 2) Showered before, and after shift
- 3) Nail must be neat, clean, and short

2.4.3 Sanitation SOP :

- 1) How to clean working stations and general or deep cleaning activities and schedules**

Before we start our activities, namely preparing, we usually wash our hands and clean the table that we will use. Before making some products, we also usually check some items in the chiller or freezer, just to make sure the stock quantity and also check whether the item is still fit for use or not. At closing we will check the amount of stock and clean our station (general/deep cleaning) to make sure everything is maintained and the chiller or freezer is still working properly

2) How to handle & receiving goods/ingredients :

In KONG, the goods we order will be received by the Sous Chef or CDP if the Sous Chef is not available. The commis and trainees will arrange the materials upstairs. Ingredients such as vegetables and fruit will be stored in the chiller. The meat and fish will be wrapped in plastic wrap and then stored in the freezer to prevent odors and liquids from coming out.