

CHAPTER II

GENERAL DESCRIPTION OF THE APURVA KEMPINSKI BALI

2.1 History of The Apurva Kempinski Bali

Kempinski Hotels is Europe's oldest luxury hotel group with a history of 120 years. The history of this traditional company with its head office in Geneva began in 1897 with the foundation of the 'Hotelbetriebs-Aktiengesellschaft' in Berlin. This was the time when the first comfortable hotels were already appearing in the biggest German city, and included some belonging to the 'Hotelbetriebs-Aktiengesellschaft'. A parallel development was that of M. Kempinski & Co, founded by Berthold Kempinski, which was acquired by the 'Hotelbetriebs-Aktiengesellschaft' in 1953.



Picture 1. Bethold Kempinski (Anonymous,2019)

Berthold Kempinski was born on 10 October 1843 in Raszków in today's Poland. The Kempinski family was already successfully active in the wine trade from 1862. In 1872 it extended its company to Berlin, where Berthold Kempinski opened a wine-merchant's business under his name in the Friedrichstrasse. This proved to have excellent prospects for the future, and became the parent firm of the group, which ultimately made the name Kempinski world-famous. Very soon it was possible to extend the Berlin business by adding a restaurant with several rooms. The ambitious entrepreneur Kempinski continued to pursue his plans for expansion with

determination. In 1889 he opened a restaurant in the Leipziger Strasse which was the biggest in the whole of Berlin. Since Berthold Kempinski and his wife Helene had no male children, they invited their son-in-law Richard Unger to join the business. Unger, who made a considerable contribution to the success and development of the firm, very soon took over its running. Berthold Kempinski finally transferred the firm to his son-in-law on condition that he kept the name Kempinski. Berthold Kempinski died on March 14, 1910.

In 1953 Dr Friedrich Unger sold his shares and the name Kempinski to the 'Hotelbetriebs-Aktiengesellschaft', which already ran hotels such as the Baltic, the Bristol and the Kaiserhof. In subsequent years, the "Hotelbetriebs-Aktiengesellschaft" took over the management of several famous hotels. In 1957 it acquired the luxurious Hotel Atlantic in Hamburg. This elegant hotel, known as the "Weisses Schloss" (or White Castle), was opened in 1909 and was a recognized Hamburg institution even then.

In 1970 the General Assembly of the 'Hotelbetriebs-Aktiengesellschaft' voted to change its name to 'Kempinski Hotelbetriebs-Aktiengesellschaft'. In the same year a long-lasting partnership was established with Lufthansa in the form of a 50-percent participation in the Hotel Vier Jahreszeiten in Munich, in which Lufthansa already had a holding. In 1977 the hotel company received its present name as "Kempinski Aktiengesellschaft (AG)". At the same time, the Kempinski Hotel Gravenbruch in Frankfurt was added to the group's portfolio as its fourth German hotel. In 1985, Lufthansa acquired shares in Kempinski AG and thereby enabled the hotel company to operate Kempinski hotels abroad too. A year later, Kempinski AG, Lufthansa and the finance company Rolaco S.A. founded Kempinski Hotels S.A., with its head office in Geneva. In 1993 Kempinski AG acquired all the shares in Kempinski S.A.

Now a days, Kempinski Hotels currently operates a total of 76 five-star hotels in 31 countries. This range is continually extended by the addition of new hotels in Europe, the Middle East, Africa, Asia, and the Americas

without losing sight of Kempinski's claim to exclusivity and individuality, thus demonstrating the group's capacity for expansion. The portfolio includes historic grand hotels, superb city hotels, outstanding resorts and superior residences. As well as famous names, such as the Hotel Adlon Kempinski in Berlin, the Emirates Palace in Abu Dhabi, the Hotel Taschenbergpalais Kempinski in Dresden, or the Çiragan Palace Kempinski in Istanbul. Kempinski is also a founding member of the Global Hotel Alliance (GHA), the world's largest alliance of independent hotel brands.

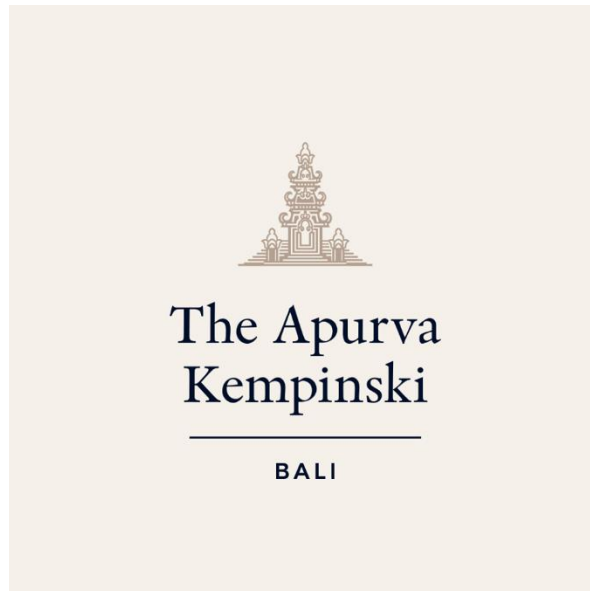
In Indonesia, there are 2 Kempinski hotels. The first one is Hotel Indonesia Kempinski in Jakarta. This hotel was the first five-star hotel in Indonesia. The second hotel of Kempinski in Indonesia is The Apurva Kempinski in Bali. The concept of hotel is to bring all the memory of Majapahit kingdom in the modern and luxury style. Opening in February 2019, The Apurva Kempinski become one of the best hotels with 9.5 rating in *Review Pro*.

The Apurva Kempinski located at Nusadua which is the most popular area of luxury hotel in Bali, on a cliff with a beautiful view of Nusa Dua with white sand. From The Apurva Kempinski Bali, Ngurah Rai International Airport is around 16 kilometers, while Kuta which is the heart of Bali's tourism is around 14 kilometers. There are a lot of entertainment at the resort such as camel drive, kayak, and many more.



Picture 2. The Apurva Kempinski Bali (Anonymous,2020)

2.2 Logo



Picture 3. The Apurva Kempinski Logo (Anonymous, 2020)

2.3 Vision and Mission of The Apurva Kempinski Bali

Vision:

- To create beautiful performance on which they craft authentic and rich performance to ensure their guest travel and stay who in style

Mission:

- Timeless elegance: it's the way Kempinski carry themselves, talk with their guest and colleagues, their unique and elegance uniform, and pay attention for detail in every contract Kempinski have with their guest and every task they complete
- Cultural empathy: to craft with infused or cultural empathy, imbing each property a unique ambience an outstanding sense of place.

- Kempinski's minimum operation brand standard have been crafted to keep their standards, service and quality on a consistent high level. Exceeding Kempinski's guest expectation and needs.
- Authentic people: Kempinski cast and crew in truly interested in guest, who they are, where they come from and what their unique needs are. Care for moment and create a special memory for each guest.
- Educate to entertain: Kempinski create experience by telling stories to guest, being attentive and proactive in approaching guest, put every guest at ease to make them feel at home
- Dedicated to please: Kempinski hotels always adopting "Can Do" attitude to every task they do since they want to deliver a special moment for guest and colleagues that comes from heart. Kempinski is also truly caring about the moment and remembering that moments are created by individuals who are supported by teams.

2.4 Features of The Apurva Kempinski

The Apurva Kempinski have 475 rooms, 3 meeting rooms and 3 chapel

- Grand Deluxe: 256 rooms
- Suites: 176 rooms
- Singhasari 1 Bedroom Villa: 5 rooms
- Sriwijaya 2 Bedroom Villa: 35 rooms
- Majapahit 3 Bedroom Villa: 2 rooms
- Presidential Villa: 1 room

Six Restaurants in The Apurva Kempinski:

1. Pala Restaurant and Rooftop Bar

Pala Restaurant and Rooftop bar is the main restaurant of The Apurva Kempinski. Set in the midst of a long pool within the main gardens, Pala Restaurant features live cooking stations with an extensive array of local and international cuisines. Located in the middle of resort, Pala Restaurant and Rooftop Bar.



Picture 4. Pala Restaurant and Rooftop Bar (Anonymous, 2020) The rooftop bar is offered as an addition to the venue, providing an ideal space for all-day relaxation with friends and family. Once the sun goes down, guests are invited for dinner under the night sky, uncovering the secrets of the stars.

Pala restaurant offering all day dining from breakfast until dinner. There is selection of buffet during the breakfast and dinner. Lunch service is only ala carte menu. There is Sunday Brunch event every Sunday in Pala Restaurant with European and Asian food. Pala Restaurant is the busiest restaurant at The Apurva Kempinski Bali with almost 24-hour operation hour.

- Breakfast: 06.00 AM-10.30 AM
- Lunch: 11.00 PM- 05.00 PM
- Dinner: 06.00 PM – 10.00 PM

This operational hour is only for the restaurant. For the rooftop bar, we support the food menu until 11.00 PM. During the internship, author do the job in Pala Restaurant and Rooftop Bar in Japanese section. The team of Pala Restaurant and Rooftop Bar is divided into two team, breakfast team and lunch dinner team. We are working in 9 hours shift each day.



Picture 5. Japanese Section (Personal Documentation)



Picture 6. Indonesian Section (Personal Documentation)



Picture 7. Pastry Section (Emily Brizzi, 2020)

2. Izakaya by Oku

Inspired by the award-winning OKU Japanese Restaurant Jakarta, Izakaya by OKU emphasizes bringing out the best of its creations, in a dynamic and convivial atmosphere. This Japanese restaurant in Bali offers a bistro-chic setting and an open-kitchen dining experience, where guests and the chefs interact for deeper enjoyment. The elaborately crafted dishes consist of the finest ingredients, combined with the latest composition techniques to serve a truly tasteful and artistic piece of art on a plate.



Picture 8. Izakaya by Oku (Anonymous, 2020)

3. Koral Restaurant

Koral Restaurant is the first Bali underwater restaurant. Located in the middle of resort, Koral Restaurant offer a unique experience of eating under the wave. Guests are invited to an underwater world of bistronomic delights at Koral, the aquarium dining experience at The Apurva Kempinski Bali. All of the senses are stimulated at this unique venue, on the Island of the Gods for the very first time.

At Koral, diners will feast on elegant dishes inspired by Indonesian coastal flavours and crafted from local ingredients, at a venue that is both casual and refined. More than just a restaurant, Koral offers a full bistronomic experience, combining delectable dining, a laid-back ambiance and the rarefied atmosphere of an aquarium, accompanied with a hypnotic soundtrack that captures the magic and mystery of life below the waves.



Picture 9. Koral Restaurant (Anonymous, 2020)

- Location: The Apurva Kempinski Bali (Basement Floor)
- Opening hours: Monday – Sunday (18.00 – 23.00)
- Restaurant style: Semi fine dining (Fine dining food style, casual style service)

4. Selasar Deli

Selasar Deli serves a wide range of traditional Indonesian light bites in wooden cart style (locally known as ‘Angkringan’). The menu also includes the Indonesian herbal drink ‘Jamu’ and the distinctive Luwak Coffee.

- Location: The Apurva Kempinski Bali (Lobby Floor)
- Opening hours: Monday – Sunday (10.00 – 22.00)
- Restaurant style: Casual dining



Picture 10. Selasar Deli (Anonymous, 2020)

5. Reef Beach Club

Reef Beach Club offers mesmerizing view of the Apurva’s infinity pool and the Indian Ocean, which make it perfect setting to delight in bites of local and international cuisines.

- Location: The Apurva Kempinski Bali (1st Floor)
- Opening hours: Monday – Sunday
11.00 – 18.00 (lunch)
18.00 – 22.00 (dinner)
- Restaurant style: Casual dining



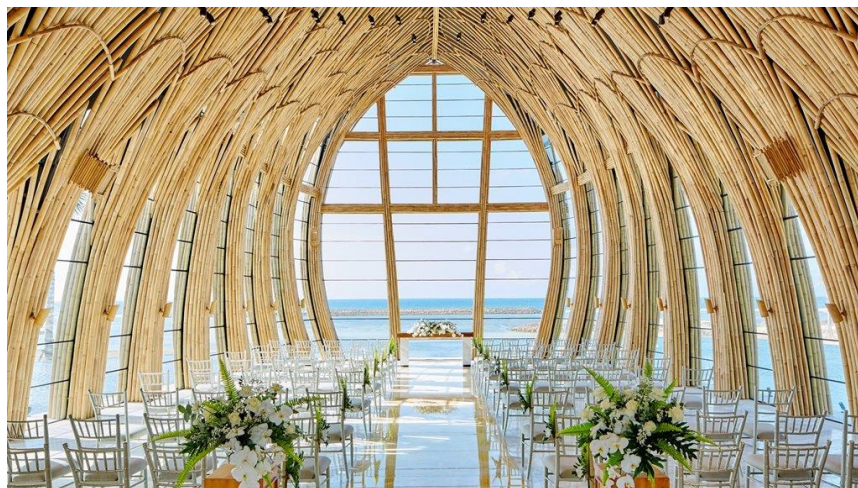
Picture 11. Reef Beach Club (Anonymous, 2020)

6. Kubu Pool Bar

Kubu Pool Bar is located beside the hotel's swimming pool and offers light meal and refreshing drinks.

- Location: The Apurva Kempinski Bali (1st Floor)
- Opening hours: Monday – Sunday (10.00 – 18.00)

One of the best spots in the resort is The Apurva Chapel which located on the front of private beach. With a view of panoramic Indian Ocean. This venue usually used for wedding event. Guest can enjoy all the vibes and doing party at the beach area.



Picture 12. The Apurva Chapel (Anonymous, 2020)

The Apurva Kempinski also provides gym, lounges, art gallery, spa, swimming pool, etc



Picture 13. Kids Pool (Anonymous, 2020)



Picture 14. Cliff Lounge (Anonymous, 2020)



Picture 15. Asha Art Gallery (Anonymous, 2020)



Picture 16. Apurva Gym (Anonymous, 2020)



Picture 17. Lady in Red as Kempinski Ambassadors (Anonymous, 2020)

2.5 Organizational Structure and Main Tasks

Hotels have an organizational structure to simplify the division of work of the employees. This is the organizational structure of Pala Restaurant, specifically in Lunch and Dinner team:

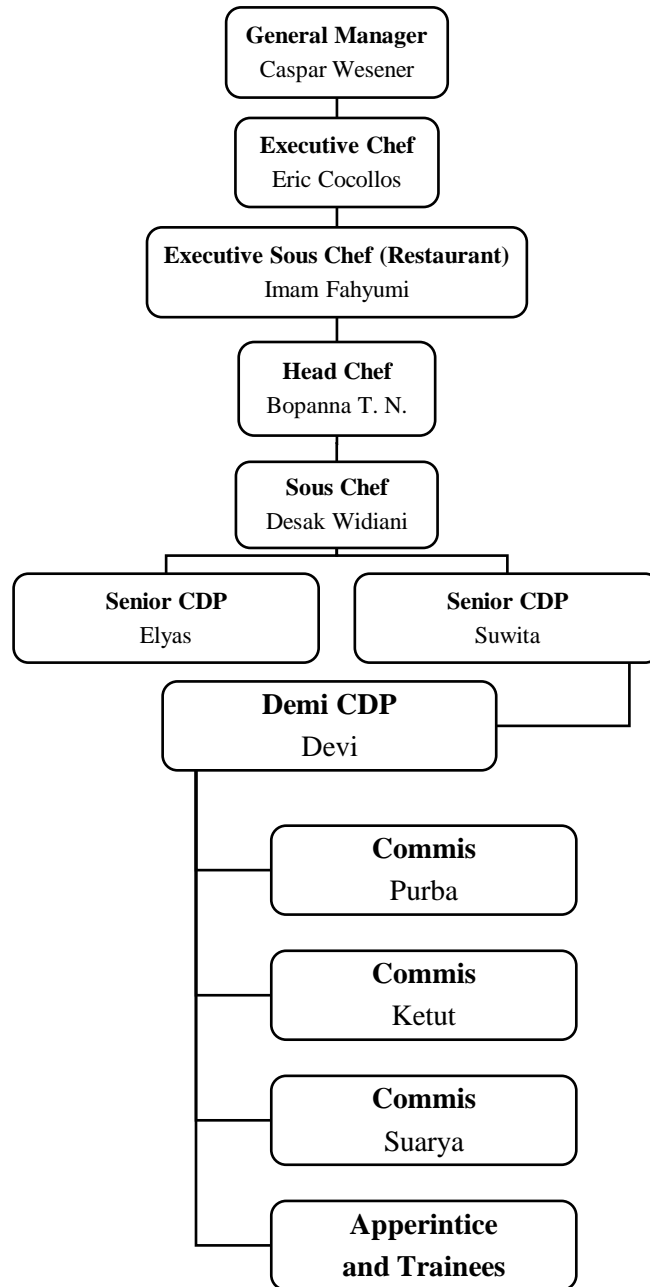


Table 1. Organization Structure

These are the main tasks of the kitchen department team:

a. General Manager

- Manage hotel's daily operation.
- Plan, execute, coordinate, and supervise business activities in the hotel.
- Plan and manage hotel's budgeting.
- Make and set hotel's SOP (Standard of Procedure).

b. Executive Chef

- Create new recipes and plan menus.
- Set and monitor staff's performance standard.
- Monitor the quality of the dishes.
- Receive feedback from guests regarding to food and service quality.
- Calculate the food cost.
- Check the hygiene standard of the foods and equipments.
- Hire and train staff, including trainees.
- Set and monitor storage quality.

c. Executive Sous Chef

- Assist executive chef in monitoring certain section (e.g. the restaurant or the banquet).
- Monitor the performance of the staff.
- Monitor the quality of the dishes.
- Supervising food production.

d. Head Chef

- Monitor and ensure the performance of the staff.
- Ensure the quality of the dishes.
- Brief the staff under the section about certain issues.
- Ensure the running of the section.
- Control the food cost.

e. Sous Chef

- Assist the head chef to monitor and ensure the running of the section.

- Making schedule of the kitchen
 - Get directly involved in the kitchen running.
 - Ensure the running of the kitchen, especially at busy times.
 - Fills in for the head chef when the head chef is not present.
- f. Senior CDP (Chef de Partie)
- Get directly involved in the kitchen running, especially in day-to-day operations.
 - Ensure every task under the section is well done.
 - Monitor items' availability and ordering.
 - Doing the job of sous chef if the sous chef get the morning shift
- g. Demi CDP
- Support any department when need an assistance.
 - Controlling label and expiration date.
 - Ordering item and forward it to the CDP.
 - Assist CDP in their duty.
- h. Commis
- Learn the ins and outs of a specific station.
 - Reports directly to the CDP.
 - Make sure the tasks under the station is completely done.
- i. Apprentice
- Get involved in preparation tasks.
 - Help other staff to prepare and cook dishes
 - Assist other staff to complete the tasks.
- j. Trainee
- Get involved in preparation tasks.
 - Assist other positions in kitchen by moving throughout the kitchen.