

CHAPTER II

GENERAL DESCRIPTION OF COMPANY

2.1 History of Company

Berthold Kempinski was born on 10 October 1843 in Poland. The Kaminski family was already successfully active in the wine trade from 1862. In 1872 it extent its company to Berlin, where Berthold Kempinski opened a wine-merchant's business under his name in the Friedrichstrasse. Kempinski's journey began in Berlin in 1897 with the vision of one man: our founder, Berthold Kempinski. The Hotelbetriebs-Aktiengesellschaft(HAG), which eventually purchased the Kempinski name, was founded in Berlin,making this the founding year of the company. His entrepreneurial spirit and bold, adventurous approach to hospitality, paved the way for all Kempinski are today.

Kempinski now had wine stores and restaurants in Amsterdam, London, and New York. Berthold's son-in-law, Richard Unger, was at the helm, and was joined by his son. Friedrich in 1925. This New Generation took us from our European roots, into the world t embrace different cultures.

Richard Unger constructed an immense property business up to the start of World War I. After a short period of stagnation during the War, he sold products of his own manufacture under the brand name Kempinski. The Business in Berlin flourished and that in 1918 an impressive Kempinski hotel dependency was established at 27 Kurfurstendamm, where the Kempinski Hotel Bristol now stands. Ten years later, M. Kempinski & Co. took over the legendary "Haus Vaterland" on the Potsdamer Platz, where the firm exploited a concept that was unique in Berlin for a long time and is still known as "event gastronomy" ('Erlebnisastronomie').

But success was followed by disenchantment. To escape the events of World War II, Richard Unger and his family emigrated to the USA and the firm M. Kempinski & Co became part of Aschinger AG. The Restaurant at 27 Kurfürstendamm was destroyed by fire shortly before the end of the War, and the other properties fell victim to bombing raids. Nevertheless, the name Kempinski survived. After the end of the conflict, Richard Unger's son and Berthold Kempinski's grandson, Dr Friedrich Unger, returned to Germany. In 1951 building started on a hotel on the site of the ruined restaurant at 27 Kurfürstendamm, and it opened a year later under the name Hotel Kempinski. For 20 years the modern, progressive five-star hotel enjoyed the undisputed status of the sole luxury hotel in Berlin.

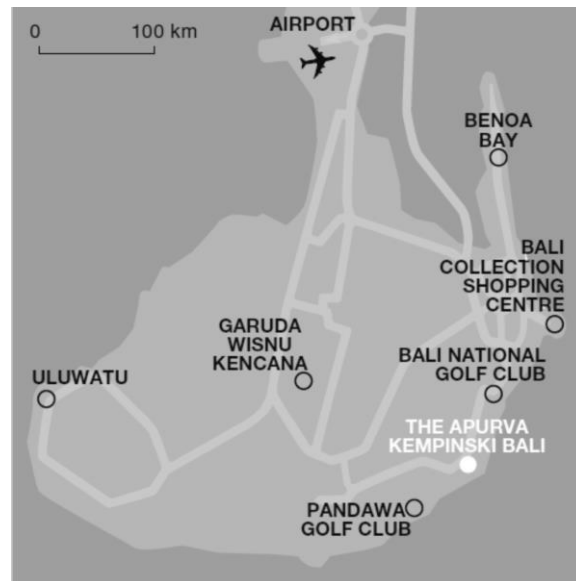
In 1953 Dr Friedrich Unger sold his shares and the name Kempinski to the 'Hotelbetriebs-Aktiengesellschaft', which already ran hotels such as the Baltic, the Bristol and the Kaiserhof. In subsequent years, the "Hotelbetriebs-Aktiengesellschaft" took over the management of several famous hotels.

Kempinski Hotels is currently targeted mainly at the management of luxury hotels. The goal of the group was and remains to make Kempinski a name synonymous with individual luxury. Kempinski achieves this aim by means of a portfolio of internationally distinctive, historically unique and modern hotels, which are either market leaders in their locality, or landmark enterprises of their particular area. In this respect, Kempinski Hotels is permanently concerned to maintain a geographically balanced portfolio — consisting of urban and leisure hotel locations — with unique service at an individual level.

Kempinski Hotels currently operates a total of 82 five-star hotels in over 30 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.

2.2 Company Overview

2.2.1. Location



Picture 1. Apurva Map (Kempinski, 2019)

The Apurva Kempinski Bali

Address : Jalan Raya Nusa Dua Selatan, Sawangan Nusa Dua, 80361
Bali, Indonesia

Telp : +62 361 209 2288

Email : reservations.bali@Kempinski.com

Kempinski.com/bali

GPS Long : E 115°12'57.1"

GPS Lat : N 8°49'42.2"

2.2.2. The Apurva Kempinski Bali Compass Intelligent

The Apurva isn't simply a place in Bali, it is a part of it, a new chapter in its story, and a majestic open-air theatre in which the drama and wonder of life plays out. While the guest stays in The Apurva Kempinski Bali, they are not just visiting Bali; they too become part of its legacy, as it becomes part of theirs. The Apurva is merely the backdrop where the guests' stories may unfold, evolve and leap into life. The Apurva's people are the **cast and crew**, dedicated to please; their spaces are the sets; and the guests are the director. The Apurva will take their guests on a journey through the island of Bali via their own majestic kingdom,

where centuries of Indonesian culture, craft and belief are distilled and brought to life.

At Kempinski, they believe that all of their hotels and resorts tell the story of a place: its setting, its people and its culture and beliefs. Across the globe, Kempinski welcome their guests to become part of those stories. Their constellation of remarkable havens are infused with Kempinski's unique perspective on luxury and what it means in the modern world of travel, where the demand for authentic, once-in-a-lifetime travel experiences continues to grow. With that in mind, Kempinski guarantee that your experience at The Apurva Kempinski Bali will be spectacular, sensational, curated and serene: Four pillars that are the foundation of the hotel.

a. Remarkably Spectacular

The Apurva Kempinski's majestic open-air theatre emerges from the jaw-dropping scenery of southern Bali to wow all who catch sight of her, with natural clad stone terraces and green rooftops cascading from the lofty heights of Nusa Dua's cliff top setting either side of our Grand Staircase, down to the waters of the Indian Ocean. The hotel pendopo lobby sets the tone for a grand performance from the moment you walk in, with a pagoda style roof that draws the eye up, into the realm of the gods who watch over wonderful Indonesia.



Picture 2. Kempinski Lobby (Kempinski, 2019)

Modern Balinese architecture that pays homage to the island's natural landscapes and manmade temples forms the stage on which nightly rituals

and modern ceremonies play out: ‘Ignite the Night’ ritual is staged when the sun drops to the horizon, setting the scene for an evening of magical entertainment, perhaps at our underwater aquarium restaurant – the first in Bali – where guests can marvel as the underwater world comes to life. For the most breathtaking events of all, magnificent Apurva Chapel has been carefully designed to form the backdrop for the most dazzling weddings in Bali.

b. Truly Sensational

Guests who stay at The Apurva will ignite all their senses, from the visual feast provided by the natural setting, to the natural flavors and aromas that will seduce them in The Apurva’s seven restaurants, lounges and bars. The celebration of Balinese and Indonesian food gives rise to a myriad collection of culinary experiences, presenting colorful, flavorful dishes that will tantalise and delight, from the moment guests arrive and breathe in the scent of Indonesian specialty ‘luwak’ coffee, or taste the exotic flavours of ‘jamu’ herbal tonic. Guests are also enjoying a tingling dip in two swimming lagoons or many private plunge pools, or feeling the sand on Apurva’s palm-fringed Indian Ocean: every moment of guests stay at The Apurva promises to be an exceptional sensory experience.

c. Uniquely Curated

Blessed with the foresight and wisdom of generations of ancestors, Apurva have handpicked the most enriching elements of Indonesian culture and combined them with the finest aspects of Balinese and European hospitality. The result is The Apurva Kempinski Bali, a haven for modern discerning travellers: a contemporary luxury hotel that pays tribute to centuries of Indonesian art and identity; a warm and generous place where legends come to life through rituals, story-telling and beautiful performances; all underpinned by Kempinski’s principals of timeless elegance and bespoke experiences.

Every element has been carefully curated for guest. Hundreds of Indonesia’s most talented artisans have come together to help turn The Apurva into a showcase of local craftsmanship: the elaborate, hand-carved gebyok panels in the pendopo lobby, the goods and wares produced by the local artisans in our experiential retail and pop-up gallery, and the curated experiences which will give every guest an authentic flavour of traditional Balinese and Indonesian culture.

d. Perfectly Serene

Above all, Apurva wants their guest to relax on their stay, which is why Apurva stage is set for guests to reconnect themselves in spiritual as well as physical wellbeing. The philosophy behind Serene Spa is based on the ancient Javanese proverb ‘rupasampat wahyabiantara,’ which means, “true beauty is achieved when outer beauty is in harmony with inner beauty.” Body and beauty treatments based on time-honoured Javanese and Balinese wisdom and traditional ointments such as lulur, a herb and spice body scrub, will assist on the journey to achieve outer beauty, while activities such as sunrise yoga and meditation will help pave the path to inner balance. Combined with the generous natural setting, framed by the Indian Ocean, lush vegetation and the magnificent rocky outline of Nusa Dua above. The Apurva is perfectly positioned to restore harmony and serenity for all who stay.

2.2.3. About the The Apurva Kempinski Bali

The Apurva translates as “unique and magnificent” in Sanskrit, embracing Kempinski’s dedication to bringing unique experiences to life. This grand property presents itself as a majestic open-air theatre, an embodiment of Indonesian elegance.

1. Architectural Concept

The Apurva Kempinski Bali cascades down the hillside like one of Bali’s iconic rice paddies, emerging from the cliff tops and gradually making its way down to the Indian Ocean. Award-winning architect Budiman Hendropurnomo of UK-based Denton Corker Marshall drew inspiration their aesthetic inspiration from Balinese Panca Maha Butha-Five Elements belief ; Akasa (Ether), Bayu (Air), Teja (Fire), Apah (Water), Pertiwi (Earth)



Picture 3. Kempinski Staircase (Kempinski, 2019)

Modern Balinese architecture pays homage to the island's natural landscapes and manmade temples, in a symphony of natural-clad stone buildings, bougainvillea covered terraces and a network of waterways and shimmering pools. Tumbling waterfalls emerge from the lush landscape, flanking the resort's spectacular Grand Staircase. The 250-step walkway, inspired by Bali's sacred Pura Besakih water temple, runs through the centre of the resort.

2. Interior design concept

Interior designer Rudy Dodo of Trivium Design Group has imagined opulent interior spaces created by Indonesia's finest craftsmen and artisans, which pay tribute to the country's rich design heritage, while adding modern touches that anchor The Apurva in the present day.

2.2.3.1 Interpretation Throughout The Hotel

a. Pendopo Lobby

According to Javanese architectural elements, Pendopo is functioned as a space for ceremony, receiving guests and cottage industry work spaces. Influenced by this concept, the resort's Pendopo Lobby is referred as a foyer, reception or an entrance hall – a place to gather.



Picture 4. Kempinski Gebyok (Kempinski, 2019)

At the crown of the resort, the pendopo style lobby is the a wide open and welcoming space with a soaring tiered roof that draw the eye up to cosmos. Flourishes like the intricate Javanese hand-carved reminiscent of the *Majapahit* era, reflected with *Rumah Kudus* ceiling concept and *Gebyok* partition with artfully sketched of *Gunungan Wayang*.

And the *angkringan* food cart in Selasar Deli creates a sense of place from the moment guests arrive. In the guestrooms, rich, exotic woods, local fabrics and typical Indonesian motifs create an understated and sophisticated atmosphere that's both luxurious and homely, while the views of the ocean and surrounding landscape tell their own story through wide panoramic windows

Kempinski lady in red will welcome guests with Balinese greetings "Om Swastyastu. Good Morning/Afternoon, Evening". Lady in read will describe a glimpse of hotel concept- Indonesian flair blends with timeless European elegance touch of Kempinski.

b. Candi (Shrine) Candra Sengkala Replica



Picture 5. Replica Candi Sengkala (Anonymous, 2019)

Candi Penataran in Blitar, East Java played a significant role during the Majapahit Kingdom and considered as King Hayam Wuruk's favorite sanctuary. Candi Candra Sengkala is part of Candi Penataran complex that consist of 3 elements such as **ground, body, and mustaka** of culminated building cube. A meticulous design of crown also reflects the entire design of the body which has multiple niche doors where Banaspati (king of forest) resided to guard the sea.

By bringing this replica philosophy and spirit throughout the entire guest experience, it is believed that the guests will feel comfort, peace, and guarded by positive surroundings.

3. Food and Beverage

1. Selasar Deli

The Deli focal point will be an offering of traditional specialties from around the Archipalego. Highlights on Indonesian Cakes and Traditional Jamu. To embrace the concept, The Apurva Kempinski Bali, design a nice area for Dessert Bar Jamu/ Angkringan Style. Selasar Deli focus on a warm and homely ambiance deeply rooted into the Balinese/Javanese tradition. To act as a unique destination, mainly visited by nearby luxury hotels guests in the know and in-house hotel guests. Most of merchandise

goods will be home-made and nicely packed for visiting guests to purchase as take away or to take back home as a souvenir.



Picture 6. Selasar Deli (Kempinski, 2019)

- Seating Capacity: 80
- Opening Hours: 10.00 – 22.00
- Location: Lobby
- Afternoon Tea: 14.30-17.30

2. Pala & Rooftop Bar

The restaurant is surrounded (floating) by the reflective pool amidst the main court gardens, with indoor and outdoor seating areas. Above the restaurant a Bar and Lounge overlooks the garden and offers an open view to the Indian Ocean.

Open kitchen and live station concept offering a wide range of local, Asian, South East Asian to Western cuisine, responding to the many needs of a wide clientele.

Set in the midst of a long pool within the main gardens, the Pala Restaurant boasts live cooking stations with an extensive array of local and international cuisines. Located on the second floor of the restaurant, a sophisticated rooftop bar is offered as an addition to the venue, providing an ideal space for all day relaxation with friends and family.



Picture 7. Pala Restaurant & Rooftop Bar (Kempinski, 2019)

- Type Of Restaurant: Semi Casual Dining
- Seating Capacity: 340 Pax

Opening Hours:

- All Day Dining: Mon – Sun 06.30 – 22.00
- Breakfast: Mon – Sun 06.30 – 10.30
- Lunch: 11.30 – 14.30
- Dinner: 18.30 - 22.30
- Sunday Brunch: 11.00 - 13.00

3. Kubu Pool Bar

From enjoying the sun on a lounge chair to blissfully floating in the water, Kubu Pool Bar promises to enliven every guest senses. Located right by resort's 60 meter swimming pool, this lively spot complement guests laid back day with light meals and exotic drinks.

- Location: Ground floor middle of resort
- Seating capacity: 80-100 sun loungers including beach area

Opening hours:

- Food and beverage service: 10.00-18.00
- Day pass for outsider: IDR 400.000

4. Koral Restaurant

Aqua restaurant is located underground, in the main hotel forecourt, right below the Main Dining Restaurant. The Aquarium can also be seen atop from the main pool and main restaurant opening to the skies. The guest are taken from the main gardens down to a grand staircase, magically opening to a life aquarium of coral and coral fish. Using only the freshest ingredients and select choice of spices, a highly-imaginative and tasty spread of uniquely Indonesia costal seafood flavor.

Costal dining experience in sharing concept Indonesia's first aquarium dining experience, Koral Restaurant brings the wonders of the ocean to your table. Featuring fresh ingredients, the menu includes various dishes inspired by the archipelago's grilled goodness, presenting freshly barbecued produce with favorite local spices.



Picture 8. Koral Restaurant (Kempinski, 2019)

- Type of restaurant: bistro dining
- Location: Pala Restaurant
- Seating capacity: 80 pax

Opening hours:

- Dinner: Mon – Sun 18.30-22.30

5. Reef Beach Club

Boasting a fun and relaxed beach front experience, the Reef Beach Club features a 42-metre infinity swimming pool and an eclectic mix of Asian and International dishes, complete with an exotic list of tempting cocktail creations.

Light Lunch healthy selection with a large selection of All Day Organic Bites. Elaborate Dinner menus bringing the best of dishes with a large selection of Bites to complement the beverage offering around the Pool Deck.



Picture 9. Reef Beach Club (Kempinski, 2019)

- Type of restaurant: casual dining
- Location: beach front
- Seating capacity: 120pax

Opening hours:

- Lunch: Monday – Sunday 11.00 – 18.00
- Dinner: Monday – Sunday 18.00 - 22.00
- DJ: 15.30 - 18.30
- Live music: 19.00 - 21.30

6. Izakaya By Oku

Inspired by the award-winning OKU Japanese Restaurant Jakarta, the Izakaya by OKU emphasizes bringing out the best of its creations in a dynamic and convivial atmosphere. This Japanese Restaurant offers a bistro-chic setting and an open-kitchen dining experience, where guests and the Chefs interact for a deeper enjoyment.



Picture 10. Izakaya By Oku (Kempinski, 2019)

- Type of restaurant: casual Japanese restaurant
- Location : north side of the lobby
- Seating Capacity : 80 pax (private dining room available)

Opening hours:

- Dinner: Monday – Sunday 18.00 – 22.3
- Ambience
 1. Approachable and informal yet elegant
 2. Classic Japanese minimalistic design
 3. Dining table will have elegant minimal setting

4. Accommodation

1. 256 Grand Deluxe Room

Grand Deluxe Rooms offer an inviting blend of traditional and modern comforts, and warm Balinese hospitality. The rooms are spacious with an average size of 65 sq m–80 sq m. With the choice of a king or twin bed, these categories command magnificent views of the Indian Ocean, the resort's manicured garden, or a terrace with direct access to the azure lagoon.



Picture 11. Kempinski Grand Deluxe Room (Kempinski, 2019)

Table 1. Grand Deluxe Chart (Kempinski, 2020)

Accommodation type	Units
Grand deluxe room	112
Grand deluxe ocean court room	96
Grand deluxe lagoon room	48

Discerning in every detail, Specialty Suites feature 97-200 sqm of living space. Adding an even greater sense of luxury, each terrace boasts its own sun-drenched and private plunge pool, and privilege access to private cliff lounge (executive VIP Lounge). Each suite is complemented by a range of luxury amenities, abundant privileges, elegant decor and Indonesian tropical inspired interior design.



Picture 12. Kempinski Suites Room (Kempinski, 2019)

Table 2. Suites Room Chart (Kempinski, 2020)

Accommodation type	Unit
Jr suite category	
Cliff Private Pool Jr Suite	58
Cliff Private Pool Ocean Jr Suite	76
Ocean Front Cliff Private Pool Jr Suite	28
Suite category	
The Apurva Prestige Suite	4
The Apurva Prestige Ocean Suite	8
Ocean Front Prestige Suite	2

2. 43 Villas

Exclusive Villas are the epitome of luxury and exclusivity. Serene and secluded, our villas range from 200 sqm-1,379 sqm. Guests can enjoy a selection of facilities, including private swimming pool, spacious pool deck and lounge area, garden, and outdoor shower. From the carefully crafted

amenities to the designated villa lounge, these villas come with all the features and fine touches of local artistry, bringing together culture, comfort and elegance.



Picture 13. Kempinski Villa (Kempinski, 2019)



Picture 14. Kempinski President Villa (Kempinski, 2019)

Table 3. Villa Chart (Kempinski, 2020)

Accommodation type	Units
Singgasari	5 unit 1 bedroom
Sriwijaya	35 unit 2 bedroom
Majapahit	2 unit 3 bedroom
Nusantara (president villa)	1 unit 3 bedroom

5. Facilities

1. In Room Dining

The Apurva Kempinski Bali in-room dining is a relaxed and cozy dining experience within the comfort and privacy of our guest guestroom, suite or villa. Whether it is a snack or hors d'oeuvres for a dozen. In-room dining is managed by main kitchen team and available 24 hours a day to cater every need. What special is that guest can request “tell us what you like” menu.

2. Cliff Lounge

Cliff Lounge is exclusive for suite guests. With uninterrupted views of the Indian Ocean and situated against the cliff. The Cliff Lounge offers privacy and an exclusive environment for our suite and villa guests. This luxurious lounge consist of two floors: the upper level serves as dining venue, while the ground floor features a generous lounge area and one-of-a-kind cliff pool.



Picture 15. Cliff Lounge (Kempinski, 2019)

Location:

- 9th Floor: Lounge & Pool
- 10th floor: Dining area

Seating capacity:

- 9th Floor: 128 seats
- 10th floor: 60 seats

Operation hours:

- Breakfast: 06.30 – 00.00
- Afternoon tea: 14.00 – 16.00

- Evening cocktail: 17.00 – 19.00

3. Apurva Spa

The concept at The Apurva spa inspired during the *Majapahit* era, various beauty treatments were developed by the royal therapists for the queens and princess in the *Keraton*. Based on the holistic Javanese philosophy “Rupasampat Wahyabiantara”- A true beauty is achieved when the inner beauty and outer beauty are in harmony. The spa experience at the Apurva spa provides a tranquil sanctuary. Establishing itself as luxury spa in Bali. The Apurva spa applies the traditional wellness techniques using the application of traditional lulur and Jamu. Compliment with the smooth rhythm of *gamelan* music enhances the ambience of the spa, complemented with soft scent of burning incense drifts throughout the air. Exotic woods and earth colours dominate the decorative elements, accentuated with vibrant-colored of traditional *Batik* patterns.



Picture 16. Apurva Spa (Kempinski, 2019)

Location:

- 15th floor of north side main building

Opening hours: 09.00 - 22.00

What to offer:

- Massage
- Salon
- Lulur

4. Gym/Fitness Centre

Nestled in the cliff building overlooking the magnificent view of the Indian ocean, the fitness centre is equipped with an array of modern fitness equipment catering to each guest's wellness needs. Personal trainers also available.



Picture 17. Apurva Gym Centre (Kempinski, 2019)

Location: 15th floor south side of main building

Operating hours: 06.00 – 23.00

5. Swimming Pools

Set amidst tropical gardens with magnificent views of the Indian ocean, the Apurva spectacular 60 meter swimming pool is the perfect place to swim laps or simply to take a refreshing dip at leisure time. A children's pool is located adjacent to the main pool.

Opening hours:

- Main pool: before lawn garden : 07.00 – 19.00
- Fun play pool (water slide): 10.00 – 18.00
- Kids and toddler pool: 07.00 – 19.00

6. Asha Boutique & Gallery

Asha Boutique & Gallery represent a stage for creativity and craftsmanship. The gallery is a platform for Indonesian artisans to showcase various arts and crafts inspired by the nation's heritage. The crafted product line will include selected local brands renowned for unique jewelry, footwear, and fashion. One gallery will be applied as a curated

pop-up gallery, designed as platform for curators and entrepreneurs to showcase their unique and high skill craftsmanship product. As a way of building engagement and provide a captivating platform for guests to be fully immersed with the artist and their meticulous arts, a mini workshop space inside building will be provided. Thus, the guest will be able to learn, view, and participate



Picture 18. Asha Boutique & Gallery (Kempinski, 2019)

Location: lobby level north side

Opening hours: 09.00 - 21.00

7. Business Centre

Personalized business service equipped with the essential technologies, The Apurva's business centre is available to support guests business needs.

- Location: lobby level at north side of main building
- Opening hours: 09.00 – 18.00
- Capacity: 12 seats
- Service offered: printing, business assistance, etc.

6. Meeting and events

1. Meeting room

Natural light and a stunning vista of the sea decorate the majestic pillar-less Candi Ballroom and meeting rooms. Supported by the adjacent business centre. Ideal for large scale conference, corporate meetings, exhibitions and intimate receptions, all venues are complemented with dedicated event specialist, state of the art technology, and high speed internet connection.

– **Candi Ballroom**



Picture 19. Candi Ballroom (Kempinski, 2019)

Location : 16th floor north side main building

Size: 1076 sqm

– **Parang Meeting Room**

Location : lobby level north side main building

Size: 187,2 sqm

– **Kashi Board Room**

Location : 11th floor north side main building

Size: 81,27 sqm

– **Kiran Board Room**

Location : 11th floor north side main building

Size: 81,27 sqm

– **Ikat Meeting Room**

Location : lobby level north side main building

Size: 80 sqm

– **Kawung meeting room**

Location : lobby level north side main building

Size: 80 sqm

2. Event .

– Apurva Wedding Chapel



Picture 20. Apurva Wedding Chapel (Kempinski, 2019)

Apurva chapel's design is inspired from rumah tongkonan. Tongkonan is toraja's traditional ancestral house. It has distinguishing boat shaped and oversized saddleback roof.

The word tongkonan is derived from toraja word, literally means the place where family member meet.

- Size : 214 sqm
- Location: ocean front south wing
- Capacity: 100 seats

– Amala & Kimaya Chapel



Picture 21. Amala & Kimaya Chapel (Kempinski, 2019)

Design to spectacular wedding affairs, the Amala Chapel features a dazzling view of the ocean. Provide an intimate wedding

celebration, this cliff chapel is available to accommodate up to 20 persons.

Able to accommodate up to 20 persons, the cliff Chapel Kimaya is stunning glass chapel with an impressive ocean-view backdrop. Carefully created for guest's private celebration.

- Size : 81,27 sqm
- Location: 12th floor main building
 - Amala : at north side
 - Kimaya : at south side
- Capacity: 20 seats

2.3 Vision, Mission, and Company Objectives

2.3.1. Vision

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

2.3.2. 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 of cultural empathy, imbuing each property a unique ambience an outstanding sense of place.
- Kempinski's minimum operation brand standards have been crafted to keep their standards, service and quality on a consistent high level. Exceeding Kempinski's guest expectation and needs. By crafting additional special effect- Kempinski's "My Moments"- will ensure that they achieve consistent delivering their brand purpose; beautiful performance.
- **Authentic people** : Kempinski's cast and crew are truly interested in guest, who they are, where they come from and what their unique needs are. Care for moments 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 moments and remembering that moments are created by individuals who are supported by teams.

2.3.3. Company Objectives

- Developing the talents of employees to delivering kempinski brand promise to guests.
- Maximizing the potential of existing employees to give a strong emphasis on values driven approach to leadership. Unlike other leading hotel chains, and need people who are good cultural fit and have the Kempinski DNA.
- Create one of the world’s most desirable and luxurious hotel collections, where hotels are either trophy hotels or market leaders
- Distinctive and unique services delivered through management know-how under the Kempinski brand, while ensuring a stable financial performance.
- Renowned as hoteliers who offer luxurious hospitality in the grand European style

2.4 Organizational Structure and Main Task

The author was trained into 2 different outlet; the first 2 months was at Reef Beach Club, an Asian international restaurant and was positioned in cold kitchen section. But due to Covid-19, Reef Beach Club had to shut down. Therefore, the author moved to support Pala breakfast team at Indonesian Section.

2.3.1 Organizational Structure and Main Task at Reef Beach Club



Picture 22 .Reef Cold Kitchen Structure (Personal Documentation, 2020)

1. General Manager

- Responsible for all aspect of operation in hotel
- Ensure and maximize the operation and guest satisfaction
- Hold a meetings with all head departments
- Hiring all hotel staffs
- Manage on-going profitability and revenue of hotel

2. Executive Chef

- Oversee daily operation of all Food and Beverage departments
- Ensuring a high quality and cost effective product
- Hiring and training all kitchen staffs
- Designing new recipe, planning menu and decide the plate presentation
- Performing administrative tasks of all departments
- Oversee all hygiene and safety in all departments

3. Executive Sous Chef Restaurant

- Oversee daily operation of all restaurants in hotel
- Supervise chef and food preparation
- Enforce all food safety policies and procedure are running well
- Check freshness of food and maintain supplies
- Oversee all hygiene and safety in restaurant outlet

4. Head chef

- Supervise, manage, and motivate kitchen team
- Lead the team in monthly cooking demo
- Controlling and directing the food preparation
- Regularly monitor and check for ingredients in chiller
- Plating for hot kitchen menu
- Ensure the ingredients are meet the standard
- Inform daily occupancy and training every morning
- Maintain hygiene and safety in kitchen
- Ensure the guest satisfaction
- Develop new menu with executive chef
- Represent in meeting with all departments

- Implement the sanitation regulation

5. Sous chef

- Leads the kitchen team in head chef's absence
- Supervise, manage, and motivate kitchen team
- Plating for the hot kitchen menu
- Create schedule for kitchen team
- Ensure the ingredients are meet the standard
- Regularly monitor and check for ingredients in chiller
- Controlling and directing the food preparation

6. Senior Chef De Partie

- Leads the kitchen team in head chef or Sous Chef's absence
- Plating for the hot kitchen menu
- Ensure the ingredients are meet the standard
- Controlling and directing the food preparation

7. Commis Chef

- Responsible for cold kitchen area by overseeing other team work
- Manage the main task of each team in cold kitchen and directly involve on kitchen operation
- Train all cold kitchen team
- Ensure all items and food preparation meet the standard
- Ensure the food quality of each menu which about to served
- Order the ingredients to main kitchen
- Ensure the quantity of items in the walk-in-chiller
- Keep all area clean and sanitized

8. 2nd Commis

- Train trainee and daily worker in the absence of commis chef
- Get involved in daily operation tasks
- Ensure the food quality of each menu which about to serve
- Ensure all items and food preparation meet the standard
- Order ingredients to main kitchen
- Ensure the quantity of items in the walk-in-chiller

- Keep all area clean and sanitized

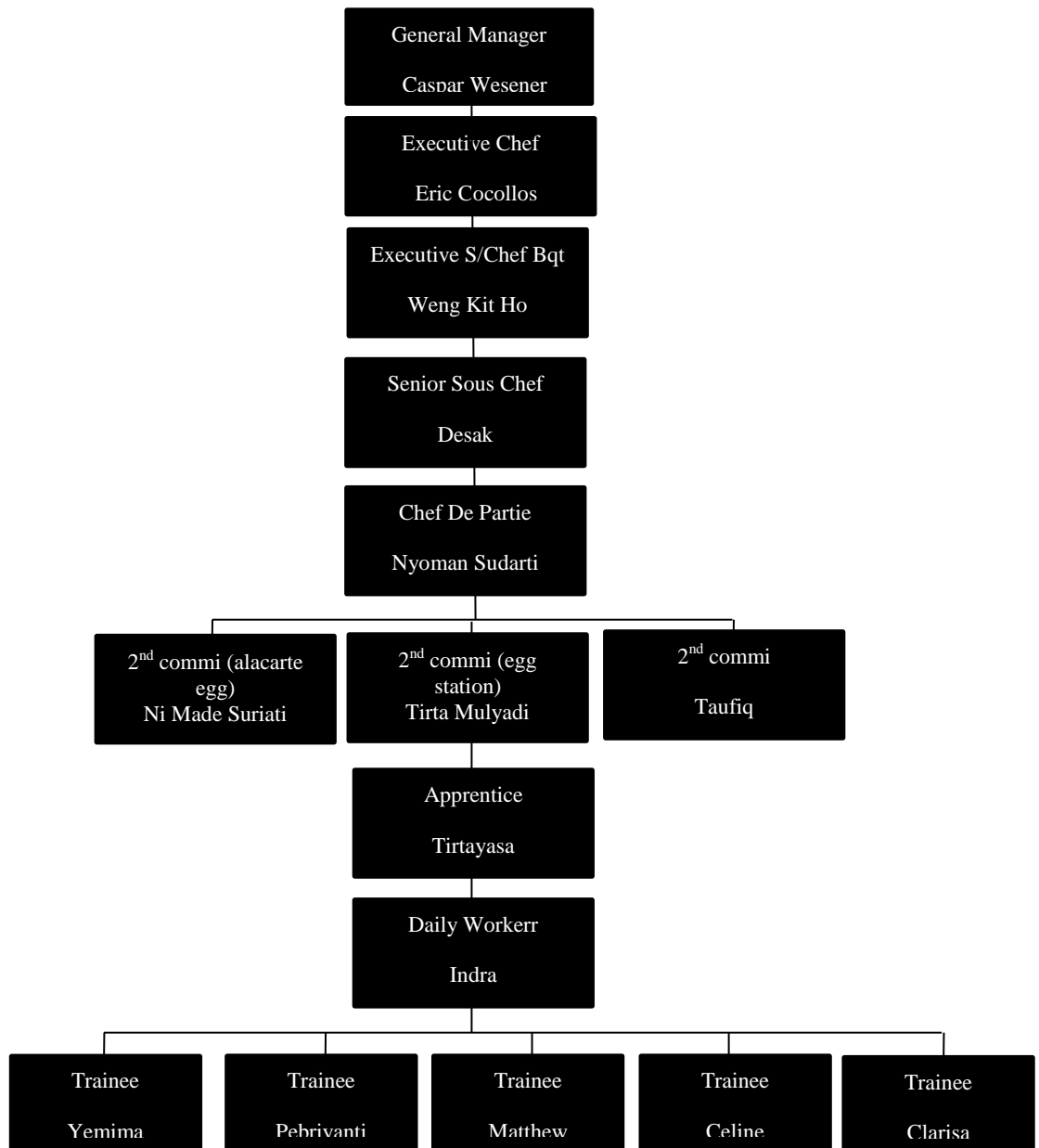
9. Daily Worker

- Get involved in daily operation tasks
- Train trainee in the absence of commis chef and 2nd commis
- Ensure all items and food preparation met the standard
- Order ingredients to main kitchen
- Ensure the quantity of items in the walk-in-chiller
- Keep all area clean and sanitized

10. Trainee

- Get involved in daily operation tasks
- Assist other staff to prepare and plating.
- Ensure all items and food preparation met the standard
- Assist all cold kitchen team to order ingredients in the main kitchen
- Ensure the quantity of items in the walk-in-chiller
- Keep all area clean and sanitized

2.3.2 Organizational Structure and Main Task at Pala Breakfast Indonesian Team



Picture 23. Pala Banquet Kitchen Structure (Personal Documentation, 2020)

1. General Manager

- Responsible for all aspect of operation in hotel
- Ensure and maximize the operation and guest satisfaction
- Hold a meetings with all head departments
- Hiring all hotel staff s
- Manage on-going profitability and revenue of hotel

2. Executive Chef

- Oversee daily operation of all Food and Beverage departments
- Ensuring a high quality and cost effective product
- Hiring and training all kitchen staffs
- Designing new recipe, planning menu and decide the plate presentation
- Performing administrative tasks of all departments
- Oversee all hygiene and safety in all departments

3. Executive sous chef Banquet

- Oversee daily operation of banquet in hotel
- Supervise chefs and food preparation
- Enforce all food safety policies and procedure are running well
- Check freshness of food and maintain supplies
- Oversee all hygiene and safety in banquet

4. Senior sous chef

- Get involved to manage the kitchen directly
- Ensure all team are doing their job properly especially during the rush hour
- Lead the team in the absence of head chef
- Order ingredients to main kitchen

5. Chef De Partie

- Get involved to manage the kitchen from day to day operation
- Ensure every task on each section is running well
- Ensure all team are doing their job properly especially during the rush hour
- Order ingredients to main kitchen

6. 2nd commis

- Train trainee and daily worker in the absence of chef de partie
- Report all information to CDP
- Ensure each task under the station is completely done

7. Apprentice and Daily Worker

- Get involved in preparation tasks
- Help other staff to prepare and cook the dishes
- Assist other staff to complete the tasks

8. Trainee

- Get involved in daily preparation tasks
- Assist other position in kitchen by moving throughout other section