

CHAPTER II

GENERAL DESCRIPTION OF BEAU BAKERY

2.1 HISTORY OF BEAU BAKERY

BEAU was first established in Jakarta in 2015 by Talita Setyadi. Talita Setyadi created BEAU upon her return from her culinary studies in Le Cordon Bleu, Paris. Talita has achieved several high-profile accolades such as Forbes Asia' 30 under 30, Ernst & Young Entrepreneurial Winning Woman of the year 2018, Foodie's Magazines "Top 40 Jakarta Best Eats" for best casual dining, and she is nominated as President of Team Indonesia at the "Coupe du Monde de la Patisserie" in Lyon in 2017, as the youngest and sole female judge.

Upon her return to Indonesia, she realized that there had been very little development on pastries and bakeries that use natural and high quality ingredients like she used to have in Paris and New Zealand. There are so many bakeries out there that use preservatives, additives and artificial sweeteners. Talita believes that customers should know what they are putting into their bodies. Thus, Talita's mission is to serve natural and fresh produce that eliminates the use of additives and any harmful ingredients.

2.2 VISSION AND MISSION

a. Vission

an earnest and honest industry with a focus of feeding the nation with good and nutritious food, with focus squared on creativity and innovation

b. Mission

to raise the standards of quality and ethics in F&B industry in Indonesia by nurturing and growing local talents

which will be achieved in 3 stages :

- Phase 1 (April 2015)

Lead by example : BEAU brand shows Talita's accountability and commitment to quality products and services as well as conviction in her professional and personal values. Implemented in these examples :

- a. Food can be healthy and appealing
 - b. Transparency and openness in business
 - c. Product centric, artisan made, honest and authentic business
 - d. Competition should not be feared
 - e. Business does not have to be zero-sum game
 - f. Employees are trusted with new information and learning
- Phase 2 (March 2020)
 Make healthy staple food accessible to the masses.
 Implemented in these aspects :
 - a. Revenues for bakery product in Indonesia is projected to reach US\$ 2.4 billion in 2018
 - b. The market is expected to grow annually by 9% (CAGR 2018-2021)
 - c. The average per capita consumption stands at 7.9kg in 2018
 - Phase 3 (June 2023-onwards)
 Make culinary education accessible to the masses.
 BEAU plans to build a culinary school, leveraging BEAU's platforms, ingredients and heavy machinery partners and sponsors. Because BEAU believes that for sustainable development of F&B industry, talent needs to be nurtured properly.

2.3 BEAU OVERVIEW

BEAU first opened their store in September 29th 2016 and since then BEAU operates daily in the wholesale and retail of fine European breads and pastries such as entremets, eclairs, croissants, Danish , sourdough, etc. Not only that they sell in their own place, but BEAU supports local cafes and coffee shops as well which BEAU provides baked goods delivered daily in the morning to local cafes and coffee shops.

BEAU focuses their business in 3 pillars which are **TASTE, TEXTURE, FORM** in every product they make.

- A. Taste refers to the flavor of each product. The flavor of each product depends on how good the quality of each ingredients used. With this aspect, BEAU aims to use only the best ingredients available in order to make good quality cakes.

- B. Texture refers to the experience that each customer feels when they eat the products. In this case, BEAU combines many textures in one cake so that customer can enjoy maximum experience.
- C. Form refers to the overall look of the cakes. Each product should look appealing to the eye. With this aspect, BEAU aims to always be creative in designing new cakes.

Currently BEAU employs 93 employees both for Cikajang Store and the newest store at Panglima Polim and the number of wholesale clients are 114 clients which includes local bars, cafes, and coffee shops.

2.3.1 Logo



Picture 1. BEAU Logo

2.3.2 Location



Picture 2. Location

BEAU by Talita Setyadi

Jalan Cikajang no 29, Petogogan, Kebayoran Baru, Jakarta Selatan.

021-27517454

Monday – Sunday 7 AM to 9 PM

2.3.3. Features of BEAU Store

BEAU café at Jalan Cikajang has two dining area which is outdoor and indoor. The indoor area is mainly dominated in white and glass interior so that customers can enjoy the scenery at outdoor area. The indoor area can accommodate up to 50 people while the outdoor area is more spacious up to 80 people. The outdoor area is designed in garden theme and it is dominated with a lot of plants and wooden chairs and tables just like in the garden to make it homey.

In the indoor section, you will also find a pastry shelf where they display their cakes, a cabinet where they put their cookies and jams collection and a trolley to display baked goods such as brownies, croissants, Danish, bomboloni , etc. Not only that, there is also a coffee section where the barista made the coffee fresh upon request.



Picture 3. Cookies Cabinet



Picture 4. Pastry Shelf



Picture 5. Outdoor Dining Area



Picture 6. Indoor Area

2.3.4 Menu

BEAU offers several product ranges such as :

a. Artisan Bread

This offers a classic European Bread that are freshly baked in the morning and made with high quality ingredients and eliminates the use of

preservatives. The best seller one is sourdough bread which contains naturally cultured lactobacillus bacteria and takes 20 hours to proof

b. Viennoiserie

Made with only pure 100% European butter. Each pastry is hand-made from scratch with no additives. The example of this range is Croissant, Fruit and Savory Danish, Cinnamon Rolls, etc.

c. Patisserie

BEAU offers both local and international flavors in which they combine French technique with an Indonesian twist in flavors. Expect a local flavors such as Klepon Entremet or Cendol Cake.

d. Entremet

Entremets is a multi-layered cakes comprising different textures and flavors. BEAU's signature entremet is called 'Astrid' cake which combines raspberry and pistachio.

e. Brunch

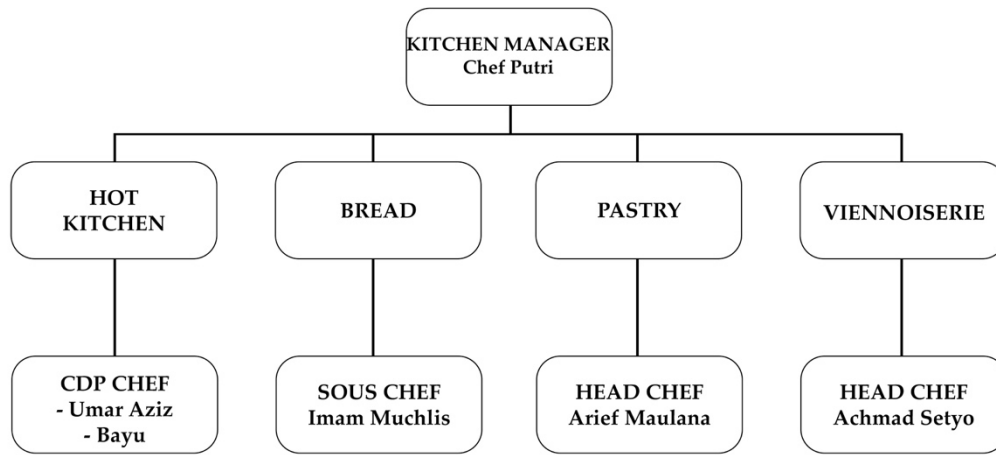
BEAU offers brunch menu such as salads, sandwich, pasta, toasted bread and some vegetarian-friendly range of menus. Their signature menus are egg benedict and VOG Burger which is Vegan-Friendly Burger.

f. Beverages

BEAU also pays attention to their quality of beverages menu. They offer a wide range of menu to accommodate all people from children to the elderly. Some of their menu includes coffee, tea, Indonesian Jamu, smoothies and cold-pressed juice.

2.4 ORGANIZATIONAL STRUCTURE

Kitchen Organizational Structure



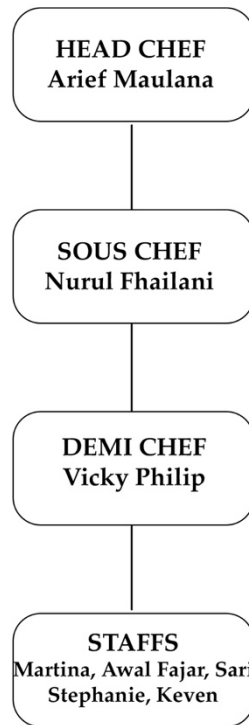
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7.

Kitchen Organizational Structure

PASTRY ORGANIZATIONAL CHART

Pastry Organizational Chart



Picture 8. Pastry Organizational Chart

Jobs description for Pastry Section :

a. Head Chef :

- Research and development new menu
- Plan and provide all equipment and utensils needed
- Supervise overall work
- Solve problems that occur in the kitchen
- Request ingredients to purchasing department

b. Sous Chef

- As the right hand of Head Chef
- Responsible for everything happen in the kitchen
- Responsible for day-to-day operation
- Ensure all products meet the standard
- Supervise all kitchen activities
- Make schedule for the month
- Make stock report / request ingredients to purchasing department
- Helping Head Chef in developing new menu
- Solving problems that happen in the kitchen

c. Demi Chef

- As the right hand of Sous Chef
- Helping other staffs/members if they face difficulties
- Quality check of the products
- Making sure every item is done properly

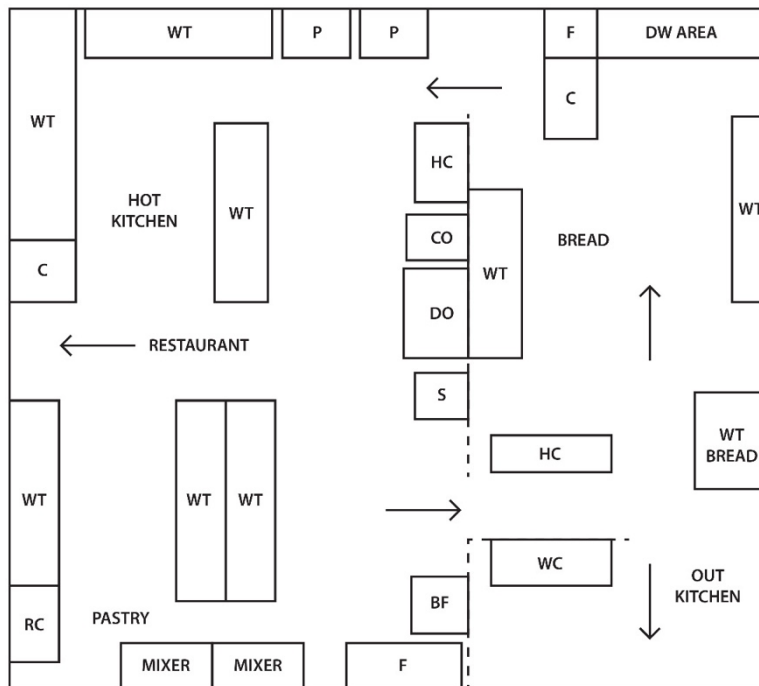
d. Staffs

- Working under supervision by Demi Chef / Sous Chef/ Head Chef
- Making sure every item is properly done
- Making products listed on the preparation list
- Responsible of cleanliness of kitchen area

2.5 BEAU HYGIENE PROCEDURE

- all staffs must use apron, hair net, and uniform before entering kitchen area
- all staffs must use dark-color safety shoes
- for ground staffs must use make up (for women only)
- all staffs should be responsible for their own cleanliness (teeth, nails, body odor, uniform, and hair style)
- all staffs should take a bath before entering kitchen
- long nails are prohibited
- all staffs must come 15 minutes before shift
- all belongings should be kept at locker
- all staffs should be responsible with each other
- staffs can not use customer's toilet
- no loud noises in the workplace
- all staffs are responsible to keep the area clean
- no smoking
- all staffs are not allowed to use utensils for customers
- all staffs should not wear BEAU's uniform outside BEAU area

2.6 KITCHEN MAP



Picture 9. Kitchen Map

WT : working table

F : freezer

S : sink

WC : walk-in chiller

C : chiller

CO : convection oven

RC : rack trolley

BF : blast freezer

HC : high-pressure cooker

DW : dish-washer area

P : proofer

DO : deck oven



Picture 10. Kitchen Area



Picture 11. Oven Area