

CHAPTER 2

GENERAL DESCRIPTION OF COMPANY

2.1 Overview and Logo

BEAU bakery is one of Jakarta's best known artisan bakeries. BEAU Bakery is the brainchild of pastry chef Talita Setyadi, a graduate of the Le Cordon Bleu culinary school in France. Known for their exquisite pastry, artisan bread, cakes, and other various desserts, BEAU doesn't use preservatives and only uses natural leavening. The eatery also offers a healthy all-day brunch menu as well as vegan-friendly delicacies.



Picture 1. BEAU Products
(Anonymous, 2019)

BEAU by Talita Setyadi was founded in Jakarta in 2015. BEAU operates in the wholesale and retail of fine European bakery with 93 employees and 114 wholesale clients.

BEAU has 1 central kitchen + headquarter in Cikajang and 3 different outlets, there are in Panglima Polim, Kem Chicks WTC3, and Pacific Place. But recently in May 2020, the central kitchen + headquarter was already moved to Fatmawati. And there are 5 sections in the kitchen department, such as hot kitchen, pastry, bakery, viennoiserie and beverage.

BEAU

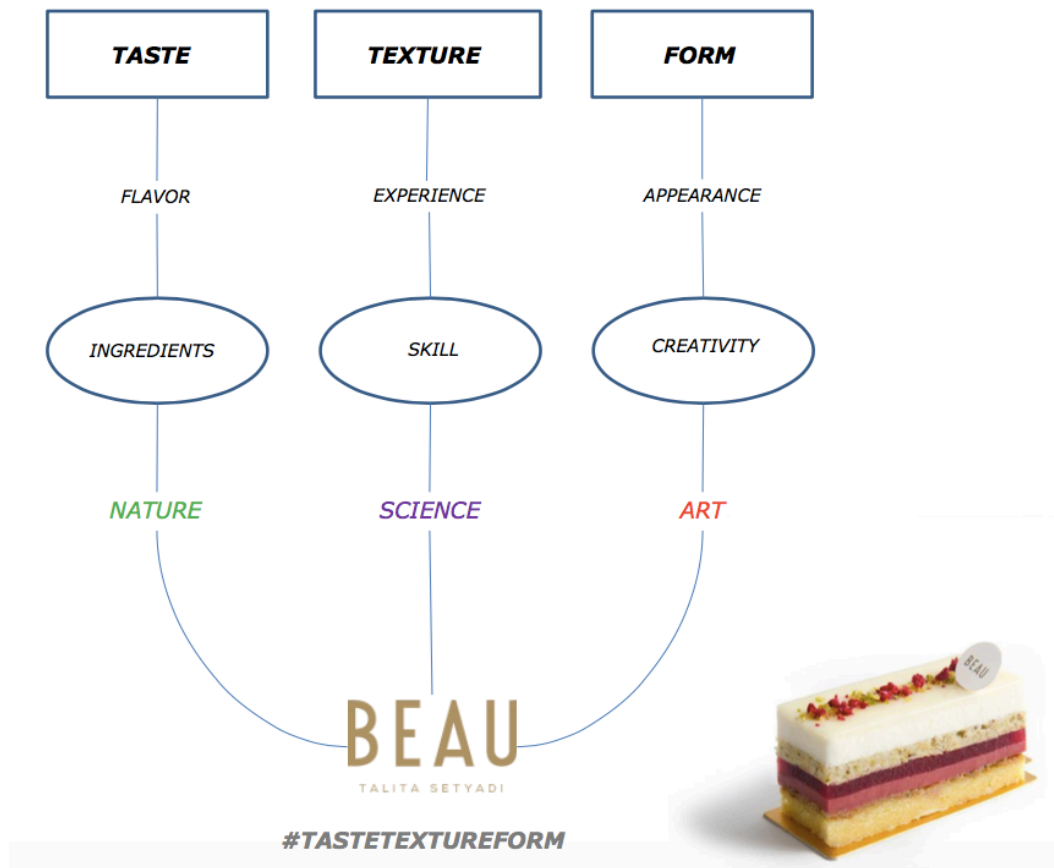
TALITA SETYADI

Picture 2. BEAU Logo
(Anonymous, 2015)



Picture 3. BEAU Moto
(Anonymous, 2019)

BEAU (bō) is French for handsome, as “belle” is for beautiful. The logo symbolizes minimalistic black-and-white.



Picture 4. #TasteTextureForm
(Anonymous, 2019)

The concept of BEAU is like music, since the owner is Talita Setyadi which her background is in music. The purpose both music and food is actually almost the same. From music and food we can touch everyone hearts, express our feeling and make them happy. But surely it needs process and creativity.

The moto of BEAU is taste texture form. Taste, it means from the ingredients. Besides using the right ingredients, it also needs the balance of flavor. Texture, it means the process. Processing food needs skill to create experience while enjoying food. Form, it means the art of the food. Creativity is needed to create a beautiful appearance on the food.

2.2 History of BEAU Bakery

BEAU Bakery was founded by a Indonesian-born and French-trained chef, Talita Setyadi, in April 2015, after returning from culinary studies at Le Cordon Bleu in France. Born on 23rd January 1989, Talita Setyadi as founder of BEAU by Talita Setyadi, is a pioneer in artisan bread & pastries in Jakarta. Inspired by her travels and various sojourns in Australia, Europe and the US, she sets out to focus her many influences into products that are unique and distinct to her.



Picture 5. Talita Setyadi, BMUS, MBA as Founder, managing director PT Tekindo Boga Lestari (Anonymous, 2015)

Education Background:

- December 2015 - IPMI International Business School, Jakarta, Indonesia
Master of Business Administration
- October 2015 - Carpigiani Gelato University, Bologna, Italy
Intermediate Gelato
- June 2013 - International Culinary Center, New York, USA
Bread Baking, Restaurant Management
- June 2012 - Le Cordon Bleu, Paris, France
Grand Diplome: French Cuisine and Patisserie
- May 2011 - The University of Auckland, Auckland, New Zealand
Bachelor of Music: Jazz Performance, Double Bass

After studying in Paris, pastry chef Talita Setyadi returned to Indonesia in 2013 to open her first bakery, BEAU. Among the classic French favorites, Setyadi offers twists in her entremets, or multi-layered mousse-based cakes (raspberry, yogurt and pistachio is a signature combo). The bakery provides goods -- all made with natural, local ingredients -- to about 100 cafes, restaurants and hotels in Jakarta. Setyadi has also made education a pillar of BEAU; nearly all its bakers are trained from scratch, starting as cleaners or stewards at the company. The 28-year-old served as the youngest and only female judge in The World Pastry Cup in 2017.

At first, BEAU started selling their products in bazaars. Their first product was homemade gourmet Italian doughnuts, “Bombos” (Bomboloni), that are made from light brioche dough with citrus zest and vanilla bean, then filled with Madagascar Bourbon vanilla pastry cream. BEAU supplies their bombos to Common Grounds Jakarta and One Fifteenth Coffee Shop. BEAU focuses on producing artisan bread and pastries of high quality; using fresh, locally sourced ingredients.

In April 2015, BEAU opened their first outlet in Plaza Indonesia. With various kinds of products such as bombos, entremets, sourdough loaves, viennoiseries, fruit jams, cold-pressed juices, éclairs and cookies, they received many positive feedbacks from the customers. Then BEAU is continually expanding and growing into their second outlet at Grand Indonesia East Mall level 1 of Central Department store in July 2015. With a bigger space, ample seating and service, they added breakfast menu selections like sandwiches and also hot specialty beverages instead of artisan bread and pastries.

BEAU keep improving and innovating to build a strong and quality-committed local brand. And in September 29th 2016, finally they opened their first headquarter in Cikajang, Jakarta Selatan. This is where the central kitchen is also located. From Cikajang, all the products were delivered to their all outlets. Moreover, they also had takeaway BEAU daily outlets at Kem Chicks Pacific Place and WTC 3.

In January 2017, Talita Setyadi served as the President of the Indonesian team in their first qualification to the Pastry World Cup (held every 2 years in France) in Lyon, sitting on the panel of juries from 22 countries as the youngest & sole female judge.



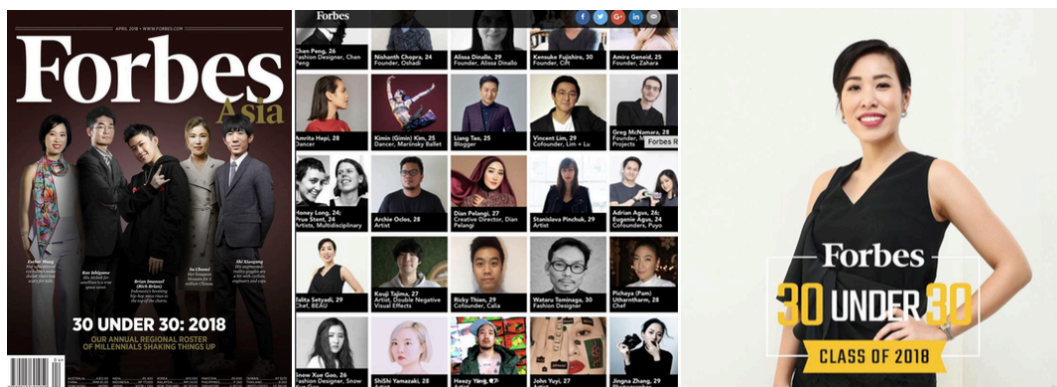
Picture 6. World Pastry Championship 2017
(Anonymous, 2017)

In February 2018, BEAU is awarded as “Best Casual Dining” by Foodies Magazine when they held Top 40 Jakarta Best Eats 2018.



Picture 7. Annual Award by Indonesia’s Leading Food Publication “Foodies” Magazine
(Anonymous, 2018)

Always avidly passionate and outspoken, Talita is an active speaker and educator in entrepreneurship and personal development. Her successes have led her to be a list-maker in 2018's Forbes Magazine 30 Under 30 and Ernst & Young Entrepreneurial Winning Women, catapulting BEAU Bakery's brand to worldwide acclaim. Talita Setyadi was recognized as an Ernst and Young Entrepreneurial Winning Woman 2018 alongside some super inspirational ladies Caroline Gondokusumo and Erdini Enggar in Jakarta on September 26th 2018.



Picture 8. Forbes Asia, 30 Under 30, The Arts Category (Anonymous, 2018)



Picture 9. Ernst and Young Entrepreneurial Winning Woman 2018 (Anonymous, 2018)

In Cikajang, they add many more products to their menu like American cakes, various entremets, brownies, muffins, tarts and more brunch menu. They also have a healthy vegan option and specialty coffee. With a commitment to talent development and innovation in producing delicious bread naturally, BEAU bakery rejects the use of preservatives, dough conditioners, artificial flavors or colors, opting for natural colors and aromas from fruits and vegetables. These commitments have led to paradigm-shifting breakthroughs in the field, igniting widespread interest and demand for artisan bakeries in the city. Even Chef Antonio Bachour visited BEAU Cikajang all the way from Miami in August 2017.

BEAU Bakery's rise in prominence can be further attributed to their naturally leavened sourdough loaves. The bakery's 9-year-old sourdough starter was hand-carried by the bakery's first recruit Ian Chin (@bakingchin) all the way from his hometown of New York City. Each sourdough loaf is hand-shaped and proofed slowly for 20 hours before they are baked in a steam-injected deck oven. These age-old techniques result in the loaves' distinctive tangy, open crumb and blistered, dark rugged crust.

A homage to Indonesia's rich heritage and agriculture, BEAU Bakery's use of Indonesian flavors and ingredients in cakes and pastries also add to its uniqueness. Some of Talita's creations include "Jajanan" which is a combination of the flavors "Cendol" and "Jackfruit Nagasari". Another is called "So-To" which is a twist on the traditional flavors of "Soto", infusing Kaffir Lime leaves and Calamansi lime. Along with "Black Out Eclair" which features "Kecap Manis" or Sweet Soy Sauce caramel.

Three years after the opening of Cikajang outlet, BEAU bakery opened their fourth, new and biggest, outlet in Jalan Panglima Polim IX no 15, South Jakarta on July 8th 2019. This outlet went with a different interior and vibes to ensure customers to get a new and fresh atmosphere, also with a 60 seat café and restaurant.



Picture 10. BEAU Bakery Panglima Polim
(Anonymous, 2019)

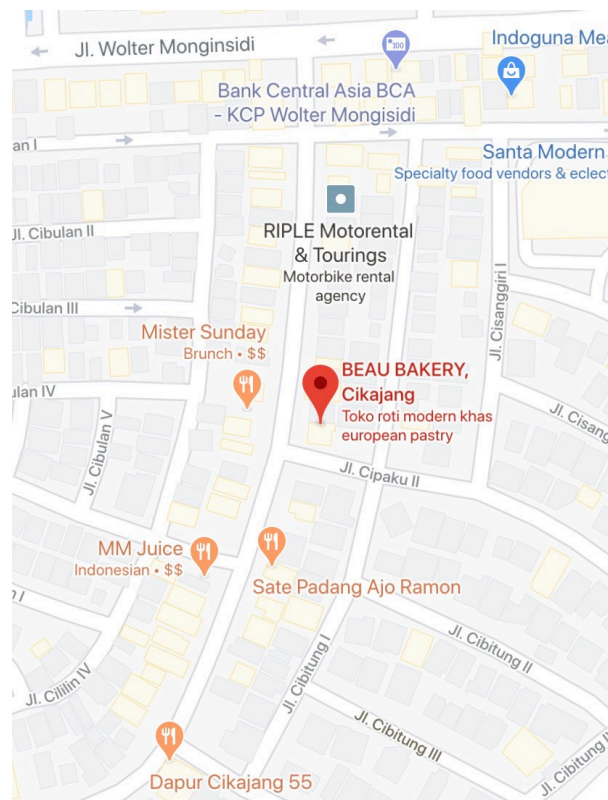
Even when there is pandemic situation which is Corona virus or Covid-19, BEAU's plan to move their central kitchen from Cikajang to Fatmawati is a success. In Fatmawati, the central kitchen is bigger than Cikajang Headquarters and they are more focused on the production. Also with lots of new equipment and a new system, it's now working more effectively.



Picture 11. BEAU Bakery Central Kitchen + HQ in Fatmawati
(Anonymous, 2020)

After all that achievement, with a strong and dedicated kitchen brigade composed entirely of Millennials, BEAU Bakery is a start-up success story through and through. It has become Jakarta's go-to brand for artisan bakery products, supplying their authentic sourdoughs and butter croissants to dozens of the city's top cafes and restaurants.

2.3 Location

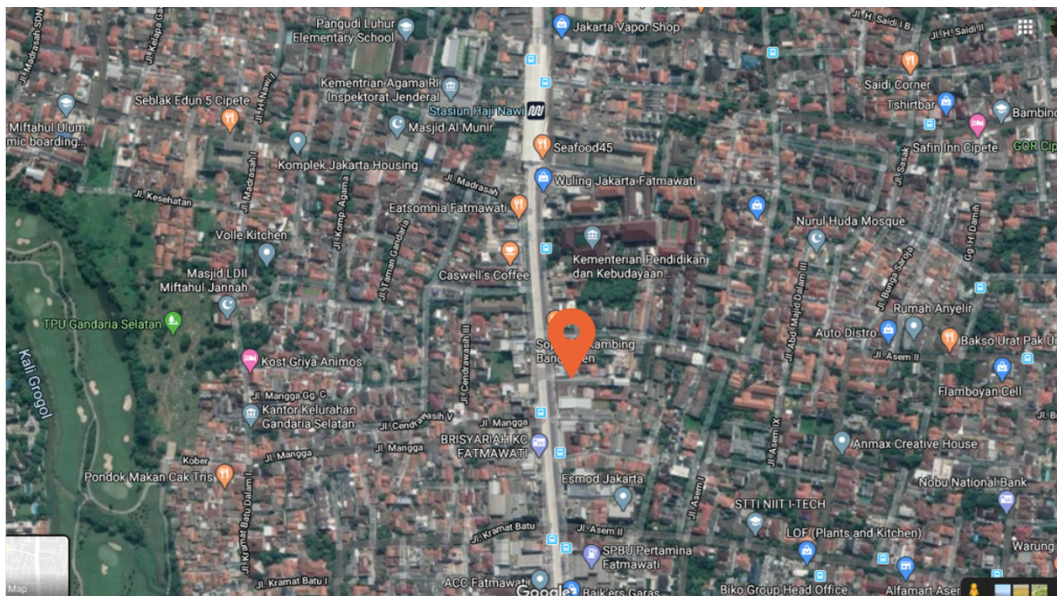


Picture 12. BEAU Bakery Cikajang Map (Google Maps, 2020)

The writer did the internship in BEAU Bakery at Jl. Cikajang no.29, Kebayoran Baru, Jakarta Selatan, Indonesia 12170 which once were the headquarters.



Picture 13. BEAU Bakery Cikajang Outlet
(Anonymous, 2017)



Picture 14. BEAU Bakery Central Kitchen + HQ in Fatmawati
(Anonymous, 2020)

Now BEAU's central kitchen + Headquarters have already moved to Fatmawati, located at Jl. RS Fatmawati 14 B, RT 001/005, Cilandak, Cipete Selatan, Jakarta Selatan.

2.4 Vision, Mission, and Company Objectives

Vision : An earnest and honest industry with a focus on feeding the nation good and nutritious food, with focus squared on creativity and innovation.

Mission : To raise the standards of quality and ethics in the F&B industry in Indonesia by nurturing and growing local talent.

BEAU Bakery Objectives

BEAU will achieve this goal in 3 phases:

- Phase 1 – April 2015

LEAD BY EXAMPLE

“My name on the brand shows my accountability and commitment to quality products and services, as well as conviction in my professional and personal values”

- Food can be healthy and appealing
- Employees can be trusted with new information and learning
- Transparency and openness in business practice is beneficial to the bottom line
- Product centric, artisan made, honest and authentic businesses practice is the way of the future.
- Competition should not be feared. A new, expanded market can be created through creative differentiation.
- Business does not have to be a zero-sum game

- Phase 2 – March 2020

MAKE HEALTHY STAPLE FOOD ACCESSIBLE TO THE MASSES

- Phase 3 – June 2023

MAKE CULINARY EDUCATION ACCESSIBLE TO THE MASSES

2.5 Organizational Structure and Main Task

2.5.1 Key Person at BEAU Bakery

There are 4 main people at BEAU Bakery:

1. **Talita Setyadi** / 29: Founder & Managing Director



Picture 15. Talita Setyadi
(Anonymous, 2017)

Talita Setyadi is the creator of BEAU Bakery, founded in 2015 upon return from her culinary studies in Paris. Since its inception, BEAU has become Jakarta's go-to brand for high-quality sourdough bread, viennoiseries and cakes. Talita proudly served as President of Team Indonesia at the "Coupe du Monde de la Pâtisserie" in Lyon in 2017, as the youngest & sole female judge. For her creativity and entrepreneurial spirit, Talita has amassed several high-profile accolades. These include Forbes Asia's 30 Under 30, Ernst & Young Entrepreneurial Winning Woman of the Year 2018 and Foodie Magazine's "Top 40 Jakarta's Best Eats" for Best Casual Dining.

2. **Joshua Dave** / 23: Sales Operations Manager



Picture 16. Joshua Dave
(Anonymous, 2018)

A BEAU team leader since late-2015, Josh's passion is to generate strong sales productivity, marketing strategies, and customer services through excellent SOP, while maintaining close relationships with clients and business partners.

3. **Putri Mumpuni** / 26: Kitchen Manager & Head Chef



Picture 17. Putri Mumpuni
(Anonymous, 2017)

Chef Putri Mumpuni is an Indonesian Culinary Artist. After studying Culinary Arts in Yogyakarta, she worked for various five star hotels and later she worked with Indonesian Culinary Expert, William Wongso. She has traveled throughout Asia and Europe promoting Indonesian cuisine at major events which brought her to Stratford University Culinary school in Virginia, Washington DC, USA to be a chef

instructor for Indonesian Cuisine. Television-wise, she reached the Finals of Top Chef Indonesia and she was the first to defeat the Iron Chef (in an Indonesian Cuisine challenge).

4. **Ian Chin** / 28: Bread Program Director



Picture 18. Ian Chin
(Anonymous, 2018)

Ian Chin is an American baker from Southbury, Connecticut. Since 2012, he has been baking in many well known American bakeries such as New York's Sullivan Street Bakery and Orwasher's. He is well versed in many styles of bread and bakery products. In Indonesia, he established the bakery along with Talita Setyadi in 2014. When not baking or teaching bread, Ian enjoys going to local markets to buy Indonesian vinyl records and enjoys singing Keroncong music.

2.5.2 BEAU Bakery Organizational Structure

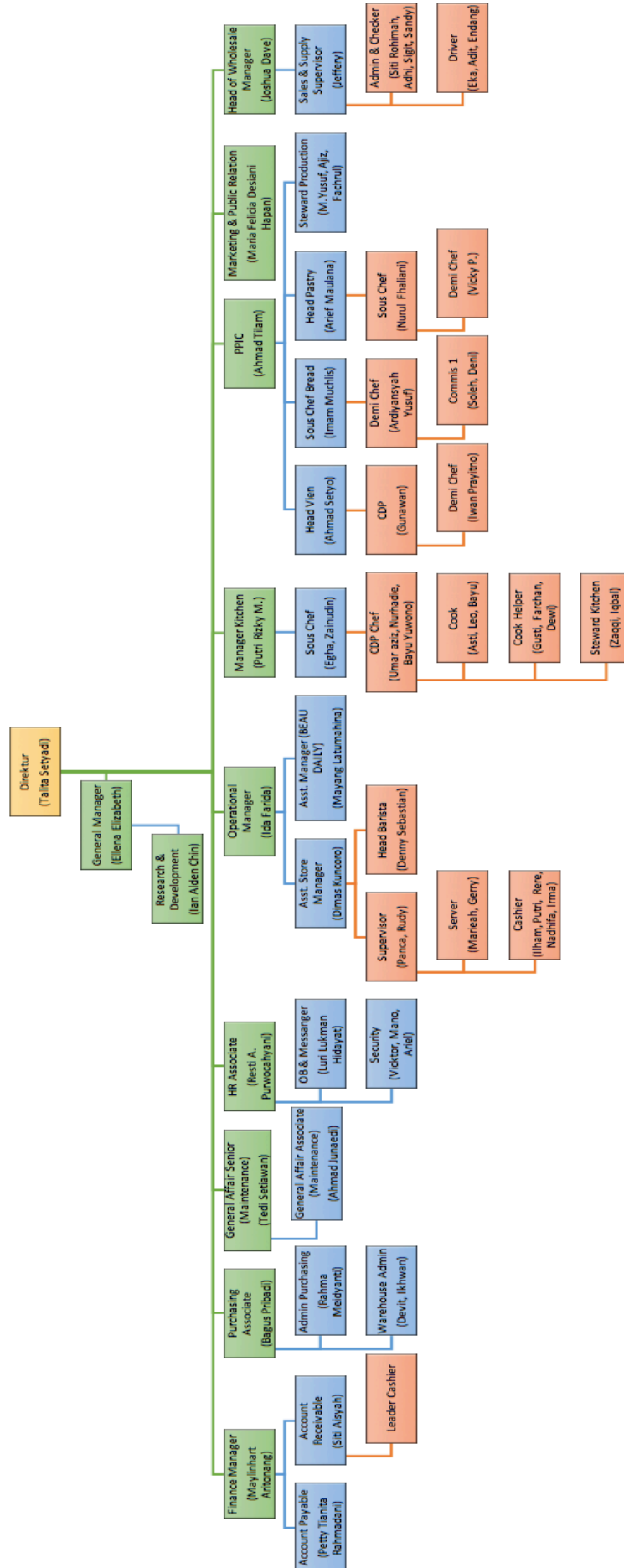


Table 1. BEAU Bakery Organizational Structure

2.5.3 F&B Production Organization Chart at BEAU Cikajang HQ

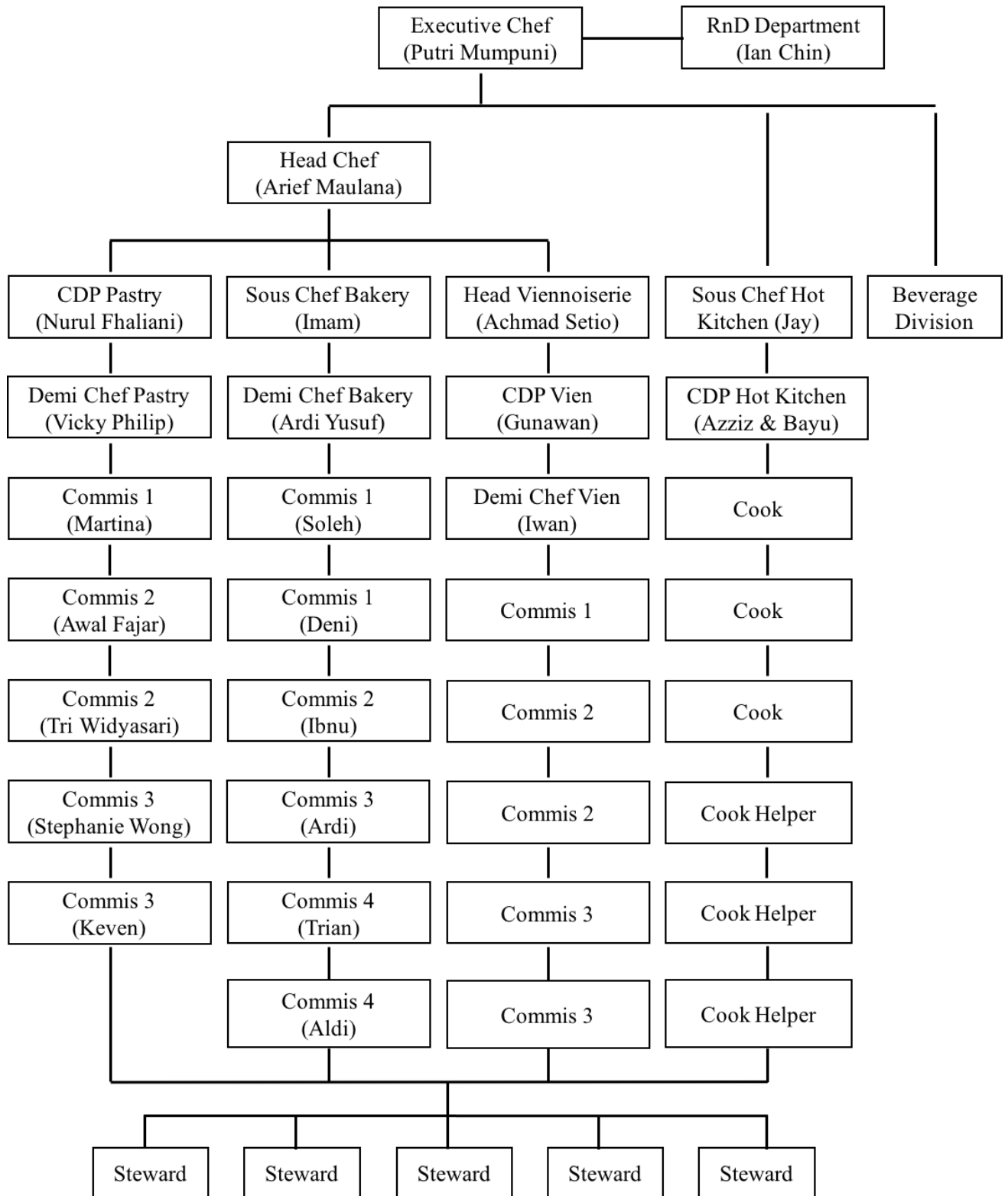


Table 2. F&B Production Organization Chart

2.5.4 F&B Production Job Description

a. Executive Chef (Putri Mumpuni)

- Supervise and manage all activities in the kitchen
- Select the qualified ingredients, maintain the inventory of ingredients, and cost control
- Control the kitchen installation and the maintenance
- Create new and standard recipe in the menu
- Develop recipes by considering the cost of the food to maximize profits and minimize loss
- Maintain sanitation, hygiene, and safety standards
- Improve and always evaluate all issues both the outlets and kitchen to monitor customer satisfaction

In BEAU Bakery, Chef Putri is in charge more in the hot kitchen and beverage division for cold-pressed juices.

b. Head Chef (Arief Maulana)

- Execute the function of pastry, bakery and viennoiserie department
- Requisitioning material and supplies needed, also the cost control
- Create new recipe or improve old recipe for menu development
- Supervise all pastry, bakery and viennoiserie staff members
- Ensure all products are consistent with the correct recipe and presentation
- Give briefing to all pastry staffs
- Accept order both custom and non custom and give command to the Chef de Partie

In BEAU Bakery, Chef Arief is in charge more in the pastry kitchen. If there is a problem, Chef Arief usually communicate it with Chef Putri, Chef Imam and Chef Achmad.

c. Sous Chef

- Supervise and responsible for all kitchen staffs under each department

- Replace the job of the head chef if the head chef is absent
- Arrange the team schedule for each department
- Check the availability of material and requisitioning stock
- Give briefing to each department
- Ensure the hygiene and standard operation in each department
- Create new recipe then ask approval from the head chef and executive chef
- Accept order and give command to each team

In BEAU Bakery, there are only 2 sous chef in the kitchen which is Chef Imam as head in bakery and Chef Jay in the hot kitchen. When in bakery department, the writer usually be guided by Chef Imam and Commis 1 which is Kak Soleh. There is no CDP in bakery.

d. Chef de Partie

In BEAU Bakery, the CDP job description is the same as the sous chef. The differences are CDP is more focus to their team, to the production and more often in the kitchen. Especially Kak Nurul as CDP in pastry, all activities in the pastry team is controlled by Kak Nurul. Also Kak Nurul is the one who arrange the pastry team schedule and in charge more often in the kitchen rather than Chef Arief. When in pastry department, the writer's all activities is supervised by Kak Nurul. Also Kak Nurul usually in charge for decorating custom cake and special order from customer. If there is a problem in pastry kitchen, Kak Nurul will communicate it with Chef Arief.

e. Demi Chef

- Help Chef de Partie with the kitchen production and operation
- Demi chef is the one who in charge in each teams when the CDP is absent
- Discuss production problems occurred in the kitchen with the CDP
- Responsible for the storage of the products and handling leftovers
- Assisting all commis in each department

When in pastry department, Kak Vicky as demi chef is the one who always give guidance to the writer both information, recipe, standard operation and handling stocks.

f. Commis

- Help Chef de Partie and Demi Chef with the kitchen production and operation
- Prepare everything from beginning until the finishing of the products
- Specifically for commis 1, he/she is the one who in charge in each teams when the CDP or demi chef is absent
- Report everything both activities and problems occurred in the kitchen to the CDP or demi chef
- Keep the equipments, ovens, kitchen utensils, and cooking station are clean and organized
- Assisting other chefs in the kitchen
- Helping with deliveries

In BEAU Bakery, the writer worked with all commis in pastry and bakery. They gave all instructions with all activities done by the writer. So the writer and all commis are helping each other to create and produce all products from beginning until the finishing of the product.

g. RnD Department

Ian Chin, a friend with Talita Setyadi, is always in the kitchen creating and making new products or recipes. He has his own place, ingredients, and kitchen tools in the kitchen. He develops recipes for pastry, bakery and hot kitchen department. But he is more often in creating bread products. Some examples of pastry products that he made is Vegan Chinta Cookies, Tres Leches Cake, and Spicy Kastangel. While in bakery, all sourdough products are using his own starter. The 9-years-old sourdough starter was hand-carried by himself, the bakery's first recruit, all the way from his hometown of New York City. He also created pizza menu recipes for the hot kitchen. After making new products, Ian Chin always share his food creation to all

staffs in the kitchen to get any feedbacks before tested it to Chef Putri and Talita Setyadi to get approval from them.

h. Steward

- Maintain the sanitation, hygiene and cleanliness of all kitchen utensils, kitchen appliances, all kitchenware, silverware and storage areas
- Control inventory management of kitchen items
- Help receiving deliveries of food, beverages, supplies and placing the goods in the proper place
- Engage in distribution of foodstuffs and supplies
- Check more specifically the proper use of chemicals and washing accessories
- Check the completeness of all silverware, equipment, and requisition replacements
- Observe and guard against theft and wastage
- Work with all departments to ensure the service items are available when needed

To be in the bakery department in BEAU Bakery is quite difficult. All staffs in the bakery all started from steward. Some stewards are often help the bakery department for scaling and shaping some bread products. Usually 2 years after work in BEAU as a steward, if their performance is good and quite capable for bakery standard operation, they will be recruited or promoted to be in the BEAU bread team.