

## CHAPTER II

### GENERAL DESCRIPTION OF THE APURVA KEMPINSKI BALI

#### 2.1 History of The Apurva Kempinski Bali

- 1843-1910



*Berthold Kempinski (1843-1910)*

Picture 1. Berthold Kempinski

Berthold Kempinski was born on 10 October 1843 in Poland. The Kempinski family was already successfully active in the wine trade from 1862. In 1872 it extend 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. His entrepreneurial spirit and bold, adventurous approach to hospitality, paved the way for all we are today. Berthold is the inspiration behind our pioneering spirit, which has led us to explore the world discovering and embracing different cultures. Remaining true to our heritage, we are committed to providing perfection for our guests in every way we can. So we will continue to seek out new experiences and inventive approaches to cuisine with which to delight them. But while we are proud to be Europe's oldest luxury hotel group, and are influenced by our prestigious European legacy, we will never stop pushing boundaries and embracing innovation.

- 1907



Picture 2. Richard Unger

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 to 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" ('Erlebnisgastronomie').

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 Schwinger AG. After the end of the conflict, Richard Unger's son and Berthold Kempinski's grandson, Dr Friedrich Unger, returned to Germany.

- 1928: Haus Vaterland, Potsdamer Platz



Picture 3. Haus Vaterland, Potsdamer Platz

Haus Vaterland expanded Berlin's concept of entertainment dining and became M. Kempinski & Co.'s flagship venue. With each of its 12 restaurants themed to the cuisine and décor of a different country, it soon became Berlin's favorite night-time entertainment spot.

- 1932: Schloss Marquardt Kempinski's First Resort Hotel



Picture 4. Schloss Marquardt

A perfect blend of glamour and timeless European elegance, this former manor house stood in beautiful parkland. With just 24 guest rooms, a choice of restaurants, tea lounge, wine bar, and a terrace overlooking the lake, it was a luxurious retreat for wealthy Berliners.

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 Kaiserhof. In subsequent years, the 'Hotelbetriebs-Aktiengesellschaft' took over the management of several famous hotels.

- 1957: The Atlantic Hotel Royalty



Picture 5. The Atlantic Hotel Royalty

The Atlantic has long been a favorite with wealthy travelers setting off on voyages from Hamburg's busy port. Following renovation, it's now classified five-star superior and we passionately protect its heritage and cosmopolitan spirit too ensure it remains one of the world's landmark hotels

- 1962: Hotel Indonesia, Jakarta - Indonesia



Picture 6. Hotel Indonesia

Hotel Indonesia is the first starred hotel that took place in Jakarta, Indonesia. The hotel opened for the first time at 5<sup>th</sup> August 1962 by the first president of Indonesia, Soekarno to welcome the ASIAN Games IV at 1962. The building architecture was made by Abel Sorensen together with his wife, Wendy from United States. Hotel Indonesia has the slogan “A Dramatic Symbol of Free Nations Working Together”

Soekarno believed that Abel Sorensen can inspire the soul and Hotel Indonesia is the reflection. In one of his speeches, he mentions that Hotel Indonesia is “the face of Indonesia” and his speech is titled “Indonesia Embrace Your Personality”. So, according to Soekarno, Hotel Indonesia is part of the national political concept in which that time called “Trisakti”.

- 1970: Hotel Vier Jahreszeiten



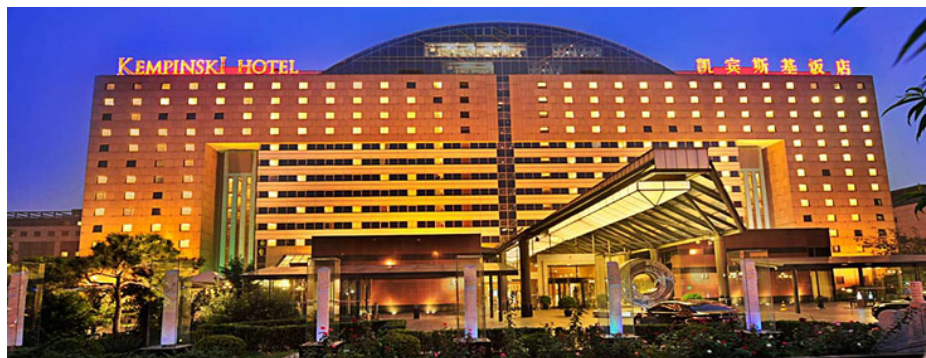
Picture 7. Hotel Vier Jahreszeiten

Distinctively and Authentically European Since we took over the hotel in 1970, we have continued to respect its past while sensitively updating it for today's needs. It's beautiful, famous foyer is still thought of as Munich's front room-a place where people love to meet.

- 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 finance company Rolaco S.A. founded Kempinski Hotels S.A., with its head office in Geneva.

- 1992: Beijing and Beyond



Picture 8. Beijing Hotel Lufthansa Centre

Kempinski Hotel Beijing Lufthansa Center, marked the start of our Chinese adventure when few Westerners saw the country's potential. Since the we have opened more properties, each one a perfect blend of European elegance and traditional Chinese culture, reflected in the service and cuisine

- 2004:



Picture 9. Siam Kempinski Hotel

The Thailand Crown Property Bureau has had a majority holding in Kempinski AG. The Crown Property Bureau is a Royal Thailand authority responsible for administering the property of the Royal House of Thailand and at the same time possesses holdings in numerous companies in Thailand and abroad.

- 2005: The Emirates Palace Abu Dhabi



Picture 10. The Emirates Palace

Over 1km in length, with a multitude of facilities, this is one of our most magnificent stars, its opulence tempered only by discreet European refinement. Yet amid the splendor and luxury, guests can find peace and relaxation either indoors or in the stunning gardens.

- 2013: Africa - Breathtaking Landscapes; Vibrant Modern Cities



Picture 11. Africa Hotel

Africa appealed to our desire to craft unforgettable experiences in unique places. Our quest has created stunning destinations like Olare Mara Kempinski, a luxurious tented camp in the Masai Mara - the most perfect setting for our special blend of European service and local traditions.

- 2016: Grand Hotel des Bains Kempinski St. Moritz, Switzerland



Picture 12. Grand Hotel des Bains Kempinski St. Moritz, Switzerland



The Kempinski Grand Hotel des Bains is steeped in tradition and can look back on an illustrious past: the hotel was originally built in 1864 as the Grand Hotel des Bains. The destination originally became famous for its mineral spring, discovered some 3,000 years ago. At the beginning of 19<sup>th</sup> century, high society from all over Europe took the voyage to St Moritz to enjoy the healing properties of the spring. Hotel guests can access the spring via a fountain, located in the spa area of the hotel.

Set in an iconic 1864 building, this five-star hotel combines European luxury, excellent service and world-class events in the Swiss Alps. In a breathtaking mountain setting, you can recharge and relax while being close to nature.

In 1927, further building was done, bringing about the Ca d' Oro, the hotel's Michelin Star accredited gourmet restaurant. Kempinski Grand Hotel des Bains St. Moritz, a member of Historic Hotel Worldwide since 2016, dates back to 1864.

Grand Hotel des Bains Kempinski St. Moritz only opens in 2 seasons: summer and winter.

- 2017: Gran Hotel Manzana Kempinski La Habana, Cuba



Picture 13. Gran Hotel Manzana Kempinski La Habana

This year, we will open Cuba's first five-star European luxury hotel, within the historic Manzana de Gómez building in Old Havana. Our restoration of this much-loved building will capture its original spirit, with an infusion of European style combined with the essence of Cuban culture.

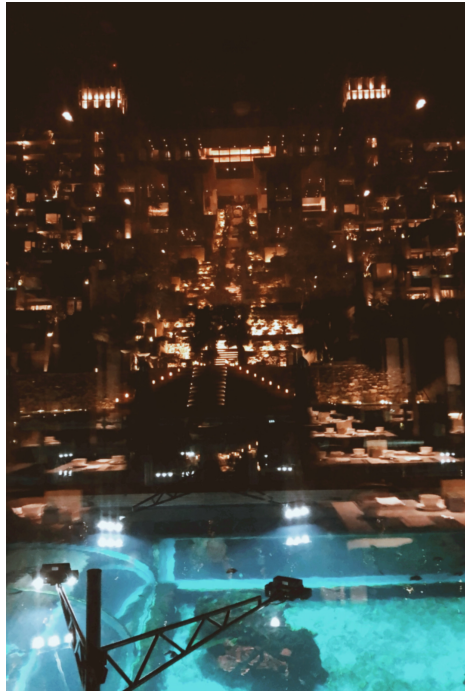
- 2019: The Apurva Kempinski, Bali - Indonesia



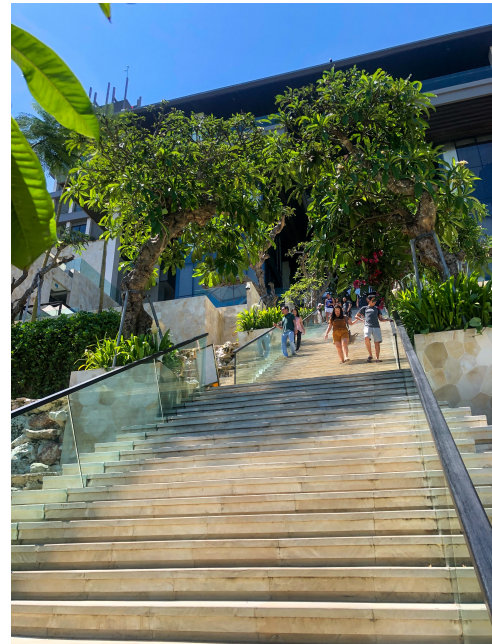
Picture 14. The Apurva Kempinski

Kempinski Hotels is ushering in a new era of first class hospitality with the opening of The Apurva Kempinski Bali, a luxurious haven that captures the essence of Indonesian culture, art and identity. The resort will open on February 1, 2019, in the upmarket Nusa Dua area of Bali, with 475 well-appointed guestrooms, striking suites and discreet villas in a quiet beachfront setting. Six restaurants, bars and lounges allow guests to soak in the sensational natural setting, with sweeping views and indoor/outdoor dining venues that celebrate regional flavors. An immersive ocean-facing spa and fitness center offers treatments inspired by traditional Balinese healing practices, to promote balance and wellbeing. Other facilities include a 60-metre swimming pool and a separate kids' pool, and an innovative family club creates meaningful shared moments for families of all ages. For events, business meetings and weddings, The Apurva Kempinski Bali offers a 1,076 sq. m pillar-free

ocean-view Grand Ballroom and a collection of meeting rooms with ocean vistas.

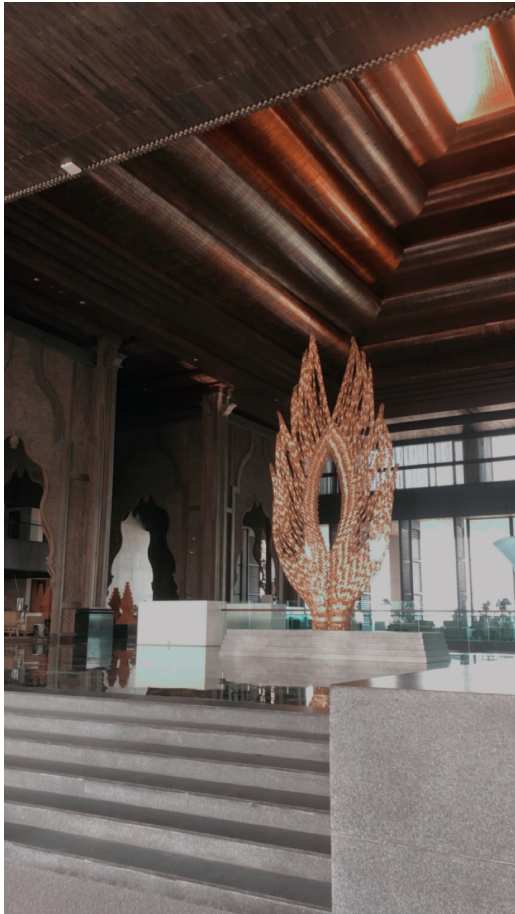


Picture 15. The Apurva Kempinski  
at night



Picture 16. The grand stairs that inspired  
from *Pura Besakih*

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 from the rice terraces and their centuries-old '*subak*' irrigation system to create the concept for the property. 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 center of the resort, and provides a stage for nightly rituals.



Interior designer Rudi 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. At the crown of the resort, the *pendopo*-style lobby is a wide-open and welcoming space with a soaring tiered roof that draws the eye up to the cosmos. Flourishes like the intricate Javanese hand-carved *gebyok* partitions are symbolic of Indonesia's prosperous Majapahit kingdom, when the kingdom was a hub of artistic creativity, and the *angkringan* food cart in Selasar Deli

Picture 17. *Pendopo* Lobby

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. Also in every guestrooms, they put Candi (Shrine) Candra Sengkala Replica. By bringing this replica philosophy and spirit throughout the entire guest experience, it is believed that the guest will feel comfort, peace and guarded by the positive surroundings



Picture 18. *Candi (Shrine) Candra Sengkala* Replica

The Apurva Kempinski is operated by Wings Group. Wings Surya is an Indonesian consumer goods company based in Surabaya. Wings produces products including toilet soap, powder and detergent bars, floor cleaners, fabric softeners, and sanitary napkins for markets throughout Indonesia and beyond.

## 2.2 Hotel Facility

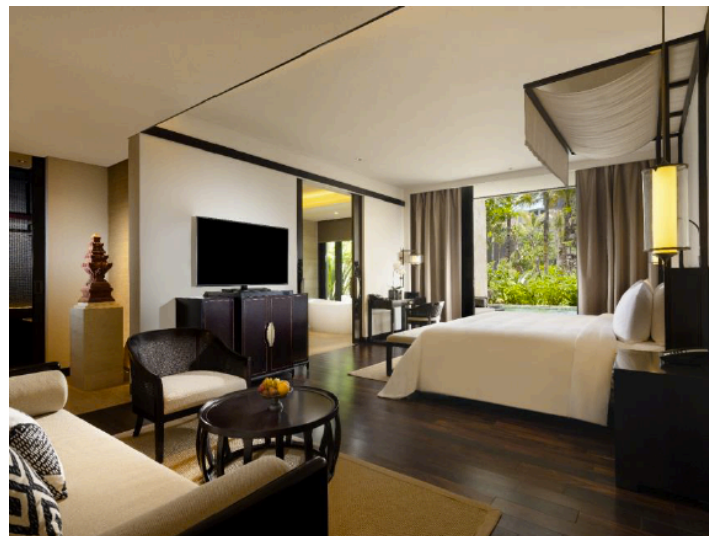
In its operational activities, The Apurva Kempinski provides various types of facilities including:

### 2.2.1 Accommodation

The Apurva Kempinski Bali has 475 luxury guest room, suites and villas. To find out the complete room, suites and villas of The Apurva Kempinski as follows:

#### 1. Grand Deluxe Rooms

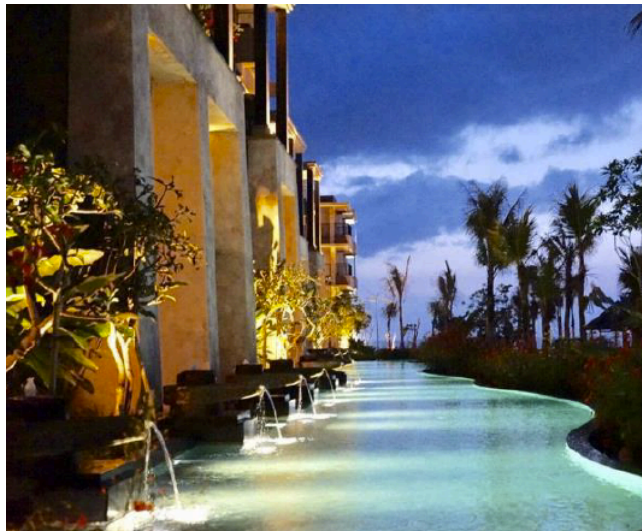
The Grand Deluxe Rooms has 256 rooms divide into 3 categories: Grand Deluxe Room, Grand Deluxe Ocean Court Room, Grand Deluxe Lagoon Room. For Grand Deluxe Rooms it has 112 units, for Grand Deluxe Ocean Court Room it has 96 units and the Grand Deluxe Lagoon Rooms it has 48 units. The rooms are spacious with an average size of *65 sqm – 80 sqm*, with a choice of king or twin bed.



Picture 19. Grand Deluxe Room



Picture 20. Grand Deluxe Ocean Court Room Bathroom



Picture 21. Grand Deluxe Lagoon Room Access

## 2. Specialty Suites

The Specialty Suites has 176 units which is divide into 2 type; they are: Jr Suit Category and Suite Category. This suite also has their own categories, for Jr Suit Category: Cliff Private Pool Jr Suite - this suite has 58 units, Cliff Private Pool Ocean Jr Suite – it has 76 units, Ocean Front Private Pool Jr Suite – it has 28 units & for Suite Category: The Apurva Prestige Suite – it has 4 units, The Apurva Prestige Ocean Suite – it has 8 units, and Ocean Front Prestige Suite – it has 2 units.

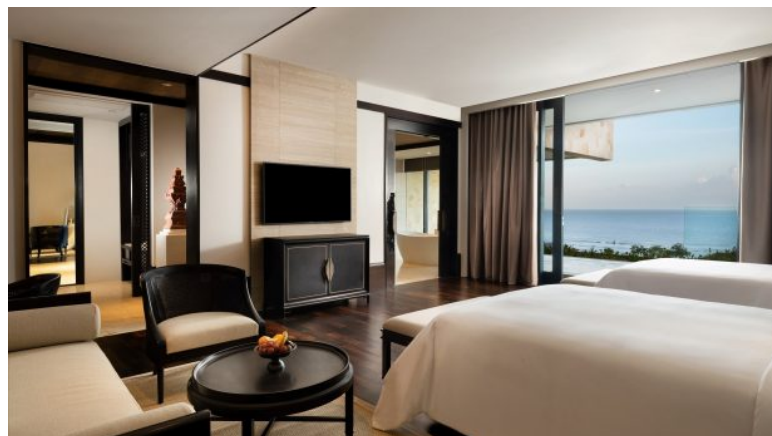
Discerning in every detail, the Specialty Suites feature 97-200 sqm of living space. The suite has its own sun-drenched, private plunge pool and privilege access to Cliff Lounge (Executive VIP Lounge).



Picture 22. Cliff Private Ocean Jr Suite



Picture 23. The Apurva Prestige Suit

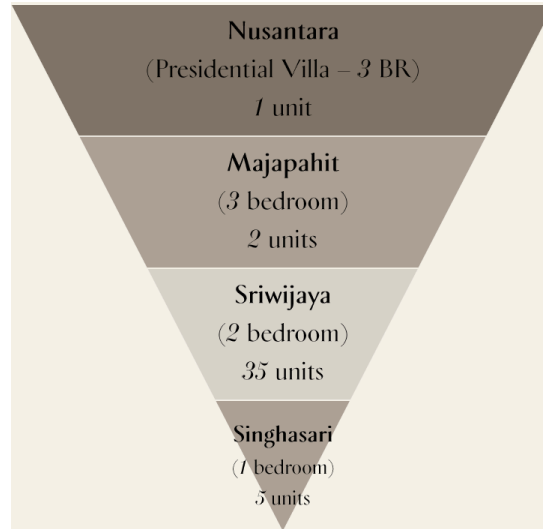


Picture 24. The Apurva Prestige Ocean Suite



### 3. Exclusive Villas

The Apurva Kempinski has 43 unit villas and divide into 4 categories.



Picture 25. Exclusive Villas

The Apurva Kempinski Exclusive Villas are the epitome of luxury and exclusivity. Serene and secluded, the villa ranges 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 & privilege access to Villa Lounge (executive VIP lounge for villa guests).



Picture 26. Exclusive Villa Bedroom



Picture 27. Exclusive Villa Bathroom

### 2.2.2 Food and Beverage Facility

The Apurva Kempinski provides 6 outlets intended for guests, among others:

#### 1. Selasar Deli

The Deli focal point will be an offering of traditional specialties from around the Archipelago. Highlights on Indonesian light bites and Traditional Jamu (drinks). The seating capacity is up to 80 pax and the opening hours is 10.00 – 22.00. They also provide afternoon tea for the guest which available on 14.30 – 17.30. The Selasar Deli located in the Lobby.



Picture 28. Selasar Deli

## 2. PALA Restaurant & Rooftop Bar

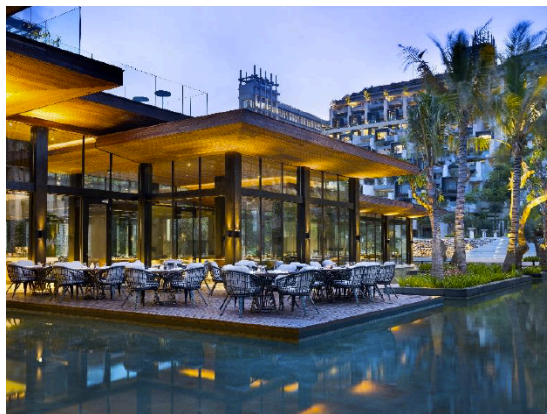
Set in the midst of long pool within the main gardens, PALA Restaurant boasts live cooking stations with an extensive array of local and Asian cuisines.

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. The type of the restaurant is semi casual dining with the seating capacity of 340 pax.

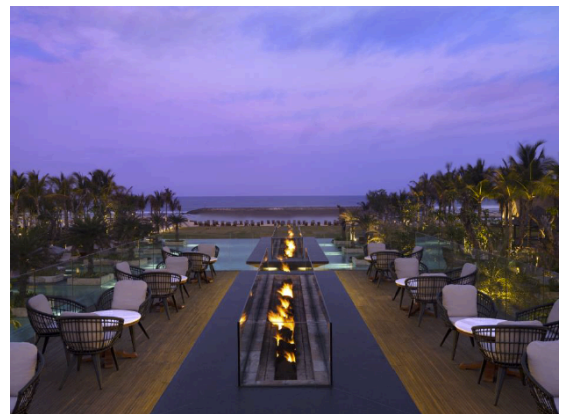
Opening Hours:

- 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 – 15:00

**Rooftop Bar** : Mon – Sun 17:00 – 00:00



Picture 29. PALA Restaurant



Picture 30. Rooftop Bar

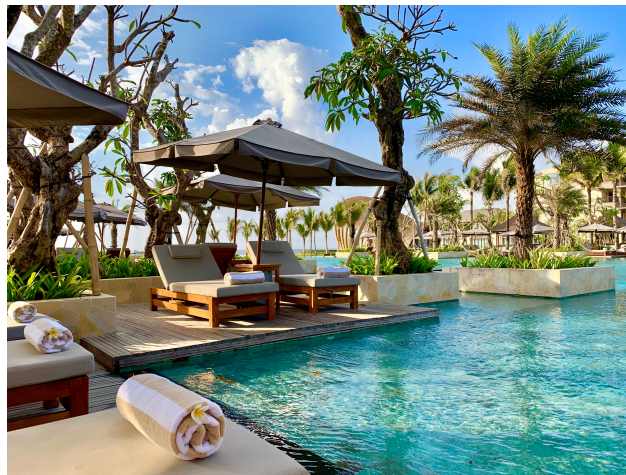
## 3. Kubu Pool Bar

From enjoying the sun on a lounge chair to blissfully floating in the water. Kubu Pool Bar promises to enliven your sense with endless soaking pleasures. Located right by the resort's 60 metre swimming pool, this lively spot complements your laid back day with light meals and

exotic drinks. Kubu Pool Bar located in the ground floor, middle of the resort with seating capacity of 80-100 sun loungers including beach area.

Opening Hours:

- F&B Service : 10:00 – 17:00
- Day pass for outsiders: IDR 400,000 ++ (IDR 300k to consume F&B)



Picture 31. KUBU Pool Bar

#### 4. KORAL Restaurant (Underwater Aqua Restaurant)

Bali'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. KORAL Restaurant is Bistro dining themed which located underneath PALA Restaurant with 80 pax of seating capacity.

Opening Hours:

- Dinner : Mon – Sun 18:30 – 22:30



Picture 32. KORAL Restaurant

#### 5. REEF Beach Club

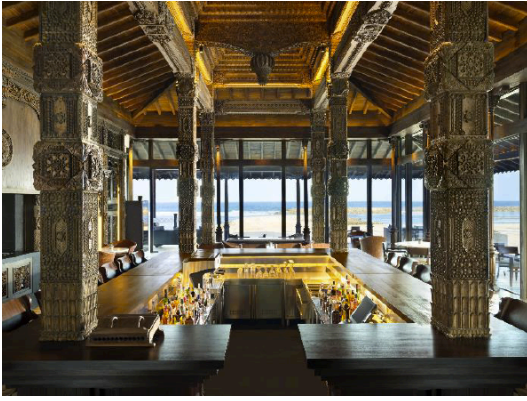
Boasting a fun and relaxed beachfront experience, the REEF Beach Club features 42-metre infinity swimming pool and eclectic mix of Asian and International dishes, complete with an exotic list of tempting cocktail creations. REEF Beach Club type of restaurant is casual dining which located in north wing after hammerhead (after front) with 120 pax of seating capacity.

Opening Hours:

- Breakfast : Mon – Sun 08:00 – 10:30
- Bar : Mon – Sun 10:00 – 22:00

Entertainment:

- DJ : 15:30 – 18:30
- Live Music : 19:00 – 21:30



Picture 33. REEF Restaurant



Picture 34. REEF Infinity Swimming Pool

## 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.

Izakaya in Japanese means a hub or place to chill after works. Izakaya by OKU is a casual Japanese restaurant which location of north side of the lobby with 80 pax of seating capacity, Izakaya by OKU also provide a private dining room.

Opening Hours:

➤ Dinner : Mon – Sun 18:00 – 22:30



Picture 35. Izakaya by OKU

### 2.2.3 Other Facility

#### a. In Room Dining

The Apurva Kempinski Bali In-Room Dining is a relaxed and cozy dining experience within the comfort and privacy of our guestroom, suite or villa. Whether it is a snack or hors d'oeuvres for a dozen, In-Room Dining is available 24 hours a day to cater every need. Located in the main kitchen.

#### b. Cliff Lounge

##### *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 consists of two floors; the upper level serves as a dining venue, while the ground floor features a generous lounge area and one-of-a-kind cliff pool. The Lounge & Pool located in the 9<sup>th</sup> floor with the capacity of 128 seats and the Dining Area located in 10<sup>th</sup> floor with the capacity of 60 seats.

Opening Hours:

- Breakfast : 6:30 – 12:00
- Afternoon Tea : 14:00 – 16:00
- Evening Cocktails : 17:00 – 19:00



Picture 36. Cliff Lounge Bar



Picture 37. Cliff Lounge

c. Apurva Spa

Apurva Spa concept 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 a luxury spa in Bali, The Apurva Spa applies the traditional wellness techniques using the application of traditional Lulur and Jamu. The Apurva Spa located in the 15<sup>th</sup> floor of north side Main Building, the spa also offer massage, salon, lulur etc.

Opening Hours: 9:00 – 22:00



Picture 38. Apurva Spa



d. Gym / Fitness Center

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 your wellness needs. Personal Trainers available. The Gym located in 15<sup>th</sup> floor south side of main building.

Opening Hours: 6:00 – 23:00

e. Swimming Pools

Set amidst tropical gardens with magnificent views of the Indian Ocean, our spectacular 60-metre swimming pool is the perfect place to swim laps or simply to take a refreshing dip at your leisure. 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 slides) : 10:00 – 18:00
- Kids & Toddler Pool : 07:00 – 19:00



Picture 39. Swimming Pool

f. Kids club

It is still on construction, so for now it's temporarily located in room #3115. It is soon to be located in the ground floor south side of the building.

Opening Hours: 09:00 – 18:00

g. Asha Boutique & Gallery

*A stage of creativity and craftsmanship*

The Gallery is a platform for Indonesian artisans to showcase various arts & crafts, inspired by the nation's rich heritage. The crafted product lines will include selected local brand renowned for unique jewelry and footwear. One of the gallery will be applied as a Curated Pop-Up Gallery, designed as a platform for curators and entrepreneurs to showcase their unique and high skill of craftsmanship products.

As a way of building engagement and provide a captivating platform for the guests to be fully immersed with the artist and their meticulous art, a mini workshop space inside the gallery will be provided, thus the guests will be able to view, learn and participate. The Gallery located in the lobby level north side.

Opening Hours: 09:00 – 21:00

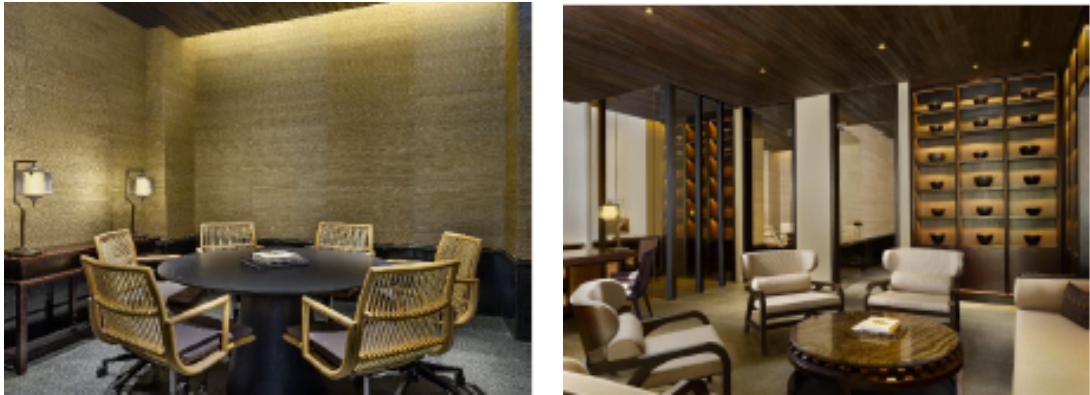


Picture 40. Asha Boutique & Gallery

#### h. Business Center

Equipped with the essential technologies, our Business Centre is available to support our guest business needs. The business center located at lobby level north side of main building with capacity of 12 seats. The guest also able to prints documents, have business assistance, etc.

Opening Hours: 09:00 – 18:00



Picture 41. Business Center

### 2.3 Vision, Mission, Company Objectives

#### 2.3.1 Vision

Who are we? We are People Oriented, we are Straight Forward, we embrace Entrepreneurial Performance, we Create Traditions, we have Passion for European Luxury. What does this mean?

##### 1. People Oriented

By the people for the people, be the part of the masterpiece and let the guest take part of it too, respect and trust your colleagues & create highlight of your guest. There is so many ways to implement this such as; respect people's time and ideas, say thank you to your team, be generous, care with people around you like the cast & crew and guest, listen to people – show that you are interest, give

feedback, give people a chance, commit to our culture and lead by example.

## 2. Straight Forward

Straight Forward means be yourself, say what you're thinking, forgive mistakes and just do it. Just like when you make realistic promises and keep it, being honest and respectful, make effort to give honest positive and negative feedback – like constructive feedback to your team without hurting their feelings and remain polite, be willing to admit when you are wrong and encourage your positive behavior.

## 3. Entrepreneurial Performance

In the Apurva Kempinski Bali, they want you to be solution-oriented and understand that entrepreneurship is a team effort, handle the guest as it is “your” guest. You need to take a risk, be open to yourself and challenge yourself. In order to do it, you need to be more initiative, exchange your idea with other and focus on the idea which can enhance our performance.

## 4. Create Traditions

There is so many ways to create a tradition. From the way we treat others, sharing our experience and open up yourself to change. Accept the new ideas can be a tradition, follow up the new idea, dare to be creative, open up yourself to a change every day, create a beautiful moment between staff and guest, share the information and knowledge with others and also take an experiment that can evolved yourself.

## 5. Passion for European Luxury

What does passion for European luxury mean? Because the Kempinski is from Europe, that also means that in The Apurva Kempinski Bali cannot eliminate the origin. In The Apurva Kempinski Bali, we still emphasize the European Luxury. How? We interpret the European culture by continuing the personal education in arts, culture, etc. Also we accept and respect the diversity, dress elegantly and stylishly, act according to European etiquette, but never trying to be one, keep being yourself, authenticity is number one.

### 2.3.2 Mission

To create a beautiful performance for guests who want to keep travelling in style.

### 2.3.3 Company Objectives

Why are we different? In The Apurva Kempinski Bali, we truly understand that people have their own kind of “Perspective of Luxury”, that is why we have 8 Perspectives of Luxury as follows:

#### 1. Luxury Must Be Felt

For some people thought that “Luxury” must be felt. Start with the environments around them that create warm & sophisticated, the people and their talent that make it happen.

For example, in The Apurva Kempinski we had our own Hotel Ambassador called “Lady in Red”, the one who gives assistance for our guest from the lobby to the check-in counter until the guest checked in.

#### 2. Luxury Must Be Original

Since our origin 1897, we now blend European etiquette with cultural empathy. In Kempinski properties, it all had different design, different atmosphere and different culture, it

is because in every property, Kempinski always add the local culture in where the properties are at, without losing the European style. For example, Kempinski Hotel Indonesia Jakarta and The Apurva Kempinski Bali, both is the same Kempinski but a total different architectural building. In Kempinski Hotel Indonesia Jakarta they made it more formal and professionals that is because Jakarta is some kind of metropolitan city, where everyone is always on meeting and working, even if they met in the café or restaurant, they only talk about business. But in The Apurva Kempinski Bali, they made it more luxurious, more confident with the warm architectural building, more into holiday kind of hotel and resort, that is because when people come to Bali it is for holiday, people need to refresh their mind, they need to spent more time on relaxed. That is also why in The Apurva Kempinski had a lot of facilities.

### 3. Luxury Must Be Crafted

In most of people mind whenever it comes to “Luxury” is something that is should be handmade, crafted. That is why in The Apurva Kempinski building there is so many handcrafted ornament. For example, in the lobby, Interior Design 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, 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.

At the crown of the resort, the *pendopo*-lobby is a wide-open and welcoming space with a soaring tiered roof that

draws the eye up to the cosmos. Flourishes like the intricate Javanese hand-carved *gebyok* partitions are symbolic of Indonesia's prosperous Majapahit kingdom.

#### 4. Luxury Must Be Rare

The Apurva Kempinski Bali is a collection of individuals like the game, necklace with own color, clarity & character. From the outside view itself, there is no other hotels or resort that is the same as The Apurva Kempinski Bali.

#### 5. Luxury Must Reflect Status

In our society, people intended to use something luxury to reflect their status, where they are staying at on holiday, what they are buying, where their houses at. As simply as that, The Apurva Kempinski Bali has created a beautiful space where luxury can be experienced. For example, The Apurva Kempinski have their KORAL Restaurant, the first underwater restaurant in Bali, the concept that actually will attract all of the people around the world to enjoy it.

#### 6. Luxury Must Be Lived in The Now

In this era, people tend to follow the trend started from their lifestyle. That is why The Apurva Kempinski took the concept mixed from Indonesian cultural with European luxury but with modern and timeless design, so that even 50 years to come, the building still looking marvelous and elegant.

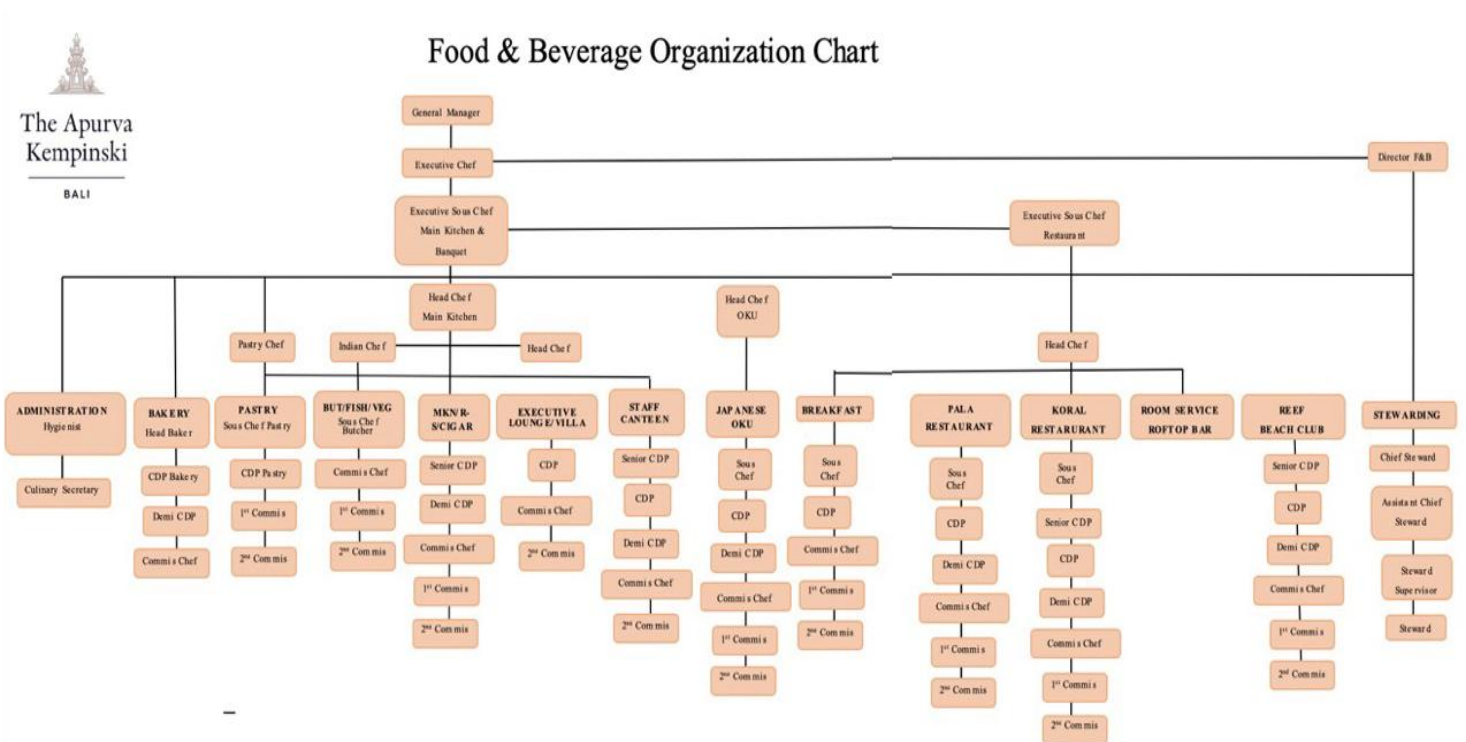
#### 7. Luxury Must Be Elegant & Timeless

As the explanation above, people wanted something that is still remain elegant as the time past. Mixed from good education and impeccable taste, informs how the cast & crew act and interact with the guest.

## 8. Luxury Must Be Told

Word of mouth is the most effective marketing techniques, it is because we don't need to print our brochures, they just simply spread the news especially if it come from someone that is trustworthy. The Apurva Kempinski Bali has a program called "Our Story" which is coming from all of their guests telling about their experienced while stayed at The Apurva Kempinski Bali. "Our Story" is rich and eventful to be spread further afield.

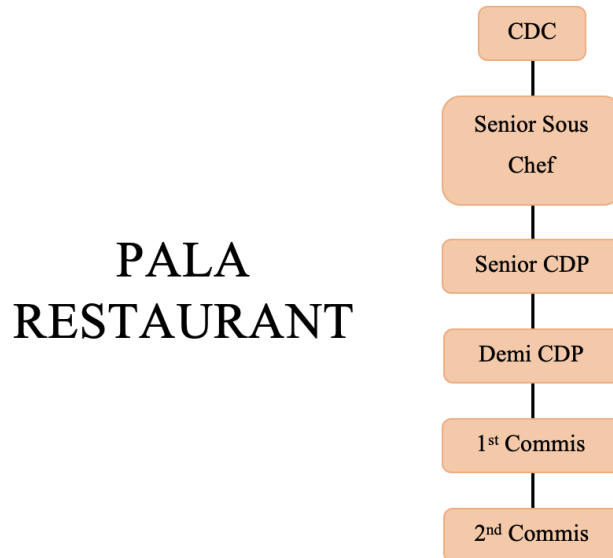
### 2.4 Food and Beverage Production Organization Structure



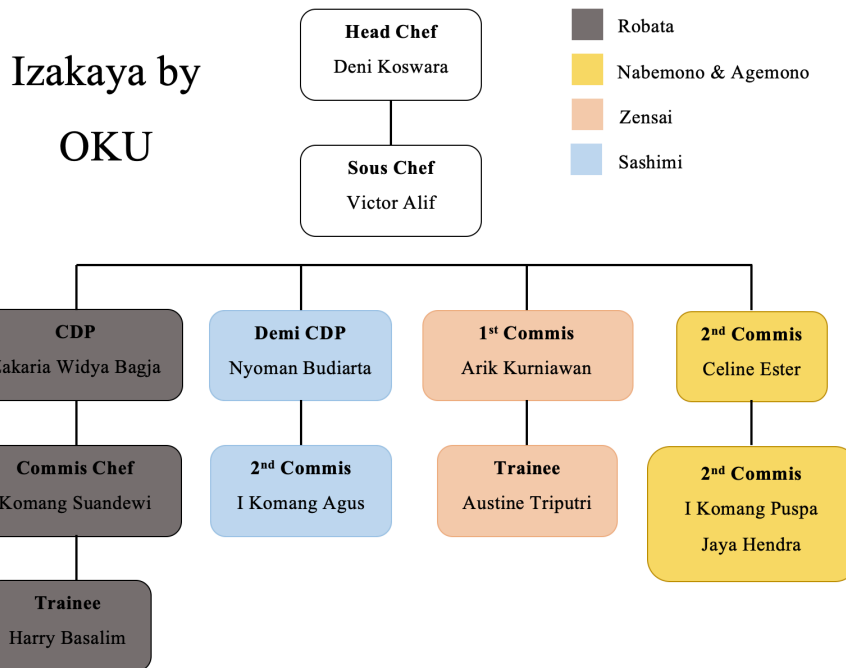
Picture 42. Food & Beverage Organization Chart



## 2.5 Culinary Section Organization Structure



Picture 43. PALA Restaurant Kitchen Organization Structure



Picture 44. Izakaya by OKU Kitchen Organization Structure

## **2.6 Hygiene and Sanitation Standard**

### **2.6.1 Personal**

- Bathing and cleaning the body regularly.
- Using a kitchen uniform that has been prepared by The Apurva Kempinski in accordance with the section obtained.
- Using chef jackets, black trousers, safety shoes, aprons and kitchen hats that are clean and appropriate for size.
- For men the hair must be neatly cut not to exceed the ears, for women to use a hair net and put in a hat.
- Nails must be short and clean.
- Wash your hands every 20 minutes and after each hand come in contact with raw materials.
- Use hand glove whenever you touched cooked food.
- Use a mask if you are sick.

### **2.6.2 Kitchen**

- Make sure the kitchen area is clean every time you enter and exit the kitchen
- Clean the work table, chiller, freezer according to the section.
- Keep the area and utensil clean together.
- Clean the table using sanitary fluids that are in accordance with The Apurva Kempinski standards every 20 minutes and each time doing something.
- Use knives and cutting boards according to the rules. Green for fruit and vegetables, white for dairy product, red for raw food, yellow for poultry, blue for seafood and brown for cooked food
- Washing knives, cutting board, hand blenders and some tools that has been used must clean after each use and wipe with sanitary liquid.
- Put the utensil that has been used in the dishwasher in the steward area.

### 2.6.3 Ingredients

- Transferring a new ingredient that has just come to its place.
- Using a *FIFO* (First in First Out) system.
- Provides the ingredient that has been opened, dry ingredient for 1 month, frozen fruit and puree for 1 month, dairy product for 3 days, fruit that has been cut for 3 days.
- Wash all the necessary ingredients before processing under the running water.
- Dispose of waste material according to organic and non-organic category.
- Beef, poultry and seafood should have been on a separated shelf. The lower shelf should be poultry, the second is seafood, the third is beef and the top shelf should be cooked or half cooked ingredients.
- Fresh ingredients and finished product is separated in the chiller to prevent the contamination.
- Ensure the absence of cross contamination both in storage material and equipment.
- Store all ingredients in closed containers.
- Label all the food and change it after 2-3 days.