

CHAPTER II

GENERAL DESCRIPTION OF COMPANY

2.1 History of Mier Dessert and Patisserie

Mier Dessert and Patisserie officially opened March 6th, 2021. The owner of Mier Dessert and Patisserie is Mrs. Stefany Francoise, as for manager of this place is Chef Joko Sudiro who also serves as he Head Chef. Essentially, This place was built with the hope of introducing to society that desserts are not just a dessert, dessert could also be enjoyed by people as a light meal or snack for breakfast and lunch. As a matter of fact, most of us always have an idea about dessert as a dish that we usually enjoy after the main course. Moreover, Mier Dessert and Patisserie serves desserts with an European concept which is the first European concept in Malang.



Picture 1. Mier Dessert and Patisserie Malang
(Source : Mier Dessert and Patisserie, 2021)

2.2 Description

2.2.1 Logo of Mier Dessert and Patisserie



Picture 2. Mier Dessert and Patisserie Malang Logo

(Source : Mier Dessert and Patisserie, 2021)

2.2.2 Location of Mier Dessert and Patisserie



Picture 3. Mier Dessert and Patisserie Malang Location

(Source : Google Maps, 2021)

Address :

Mier Dessert and Patisserie, Ruko Centra Niaga Ijen Ruko Ijen Nirwana H2 No. 14-16 Masuk dari, Jl. I.R. Rais, Bareng, Klojen, Malang City, East Java 65116

Fax :

0812 – 5255 – 7000

Email :

mier_patisserie01@gmail.com

2.2.3 Features of Mier Dessert and Patisserie

Mier Dessert & Pâtisserie offers a European-inspired dining area. Just as the name suggests, this place offers a food menu that is mostly dessert or desserts, such as various kinds of croissants, sandwiches, cakes, mousses, etc. As for drinks, which are served in this place, such as processed coffee, tea, or mocktails. Various views of the typical European atmosphere can be felt in this place, either through the menu offered or the decoration of the place.

For the decoration of the place, Mier Dessert & Pâtisserie is filled with a blend of sage green and white colors on the walls. In addition, the arrangement of the seats on the inside or outside this place, as well as decorations such as decorative bicycles on the outside, further strengthen the European feel in this place.

On the inside, decorations such as leaves that are displayed on the walls also add a sense of comfort when enjoying dishes in this place. And many photo spots with European concepts are presented to customers in Malang which are very rare to find.

2.2.4 Vision of Mier Dessert and Patisserie

Hopefully will be able to open up opportunities to develop in other cities that do not have to be fixated on the capital's business and also as a pioneer of local business for dessert and patisserie from Malang can be expand to all cities in Indonesia

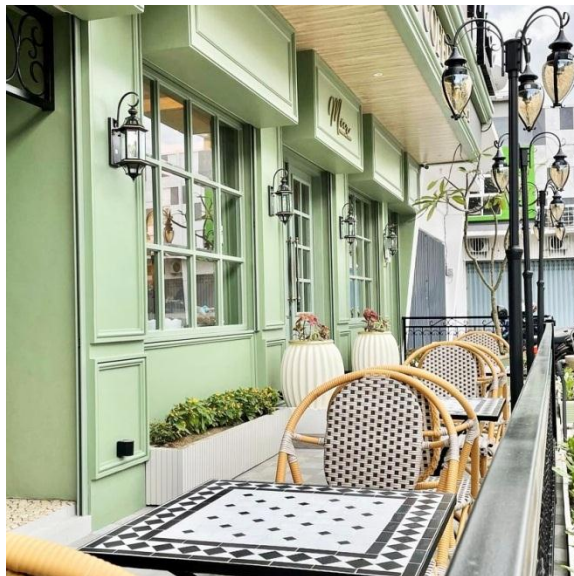
2.2.5 Mission of Mier Dessert and Patisserie

Introduce to the public (especially in Malang area) that dessert can be served as a snack and for some menus, desserts can also be served as a breakfast or light lunch. With an interesting concept or instagrammable and still prioritizing its taste.

2.2.6 Facility and Kitchen Pictures



Picture 4. View Mier Dessert and Patisserie Malang
(Source : Mier Dessert and Patisserie, 2021)



Picture 5. Outdoor Mier Dessert and Patisserie Malang
(Source : Mier Dessert and Patisserie, 2021)



Picture 6. Semi indoor Mier Dessert and Patisserie Malang
(Source : Mier Dessert and Patisserie, 2021)



Picture 7. Indoor Mier Dessert and Patisserie Malang
(Source : Mier Dessert and Patisserie, 2021)



Picture 8. Showcase Mier Dessert and Patisserie Malang
(Source : Mier Dessert and Patisserie, 2021)



Picture 9. Croissant a la carte Section
(Source : Mier Dessert and Patisserie, 2021)



Picture 10. Cake a la carte Section
(Source : Mier Dessert and Patisserie, 2021)



Picture 11. Kitchen Mier Dessert and Patisserie Malang
(Source : Mier Dessert and Patisserie, 2021)

2.3 Organizational Structure and Main Task

Table 2. Organizational Structure and Main Task

| POSITION | JOB DESCRIPTION |
|----------------------------|---|
| Executive Head Chef | <ol style="list-style-type: none"> 1. Responsible for food and food cost through pastry, menu planning and ordering the pastry ingredients and materials 2. Supervise and control the pastry staffs in their work, using machinery efficiently and ordering the pastry facilities |
| Chef de Partie | <ol style="list-style-type: none"> 1. To plan, organize and superintend the work of pastry 2. Maintain an orderly and tidy cooking station that comply with health and safety standard |
| Demi Chef | <ol style="list-style-type: none"> 1. They take charge in the absence of chef the parties |
| Commis | <ol style="list-style-type: none"> 1. They are responsible for checking the products according to the standard 2. Maintaining mis-en-place |
| Apprentice | <ol style="list-style-type: none"> 1. Maintain the quality and consistency |
| Steward | <ol style="list-style-type: none"> 1. Responsible for cleaning the pastry and bakery area and also the equipment |
| Trainee | <ol style="list-style-type: none"> 1. To ensure not to make any mistakes and follow the instruction from chef |