

## CHAPTER II GENERAL DESCRIPTION OF COMPANY

### 2.1. History of Sintesa Peninsula Manado Hotel

Shinta Widjaja Kamdani, CEO of Sintesa Group, describes the evolution of his family business — from the year it was founded in 1919 as a rubber plantation, to its post-1999 transformation from this giant company into a consolidated holding company with a focus on consumer and industrial products, property, development and energy. In an interview, Shinta Widjaja Kamdani reflected on her unique role as one of the few female CEOs in Indonesia.

He described how his father prepared him from an early age to take over the family business, taught him the values of staying grounded and humble, and always giving back the fruits of his hard work to society. Shinta Widjaja Kamdani has always embodied this belief in her role as CEO, practicing what she calls “servant leadership” through working and supporting her employees. But Shinta Widjaja Kamdani admits that the process through which she became a CEO was not easy, especially given her status as, what she calls, a “triple minority” in Indonesia: a woman, a non-Muslim, and an ethnic Chinese.

Shinta Widjaja Kamdani explained in an interview how she had to work hard to prove herself to her male colleagues and earn their respect. The Asian Financial Crisis in the late 1990s prompted the promotion of Shinta Widjaja Kamdani to CEO.

Although his timing of success was unplanned, he stepped into this role not only with years of experience working in the company, but also with a new vision for future growth. Shinta Widjaja Kamdani sees the crisis not as a setback, but as an opportunity for change. Shinta Widjaja Kamdani changed the company's name (formerly Tigaraksa) to Sintesa Group, which means synergy. At the same time, it also unveiled plans for diversification. If previously the focus of the Sintesa Group was based on the short-term consumer goods business, now Sintesa Group prefers more medium and long-term business lines.

In developing its business, the Sintesa Group has also ventured into the infrastructure and energy sectors. Shinta Widjaja Kamdani is very passionate about contributing to the development of the country which is very beneficial while also providing its own challenges through various new projects from state-owned companies. Shinta Widjaja Kamdani's leadership was very strong in building the Sintesa Group through the various strategies he carried out, such as organizational structure management, changes from family management to professional ones, including revitalizing the team to make more positive changes within the Sintesa Group. His leadership style is more inclined to activate the involvement of members at all levels of employees, in contrast to the leadership style when his father was still in control of the company which applied a top-down style.

## **2.2. Description**

Sintesa Peninsula Manado Hotel is a 5-star hotel in Manado, Indonesia that serves a variety of services, one of which is food. The food has used the typical food of several regions in Indonesia, western and Europe.

### 2.2.1 Logo



**Picture 1.** *Sintesa Peninsula Logo*

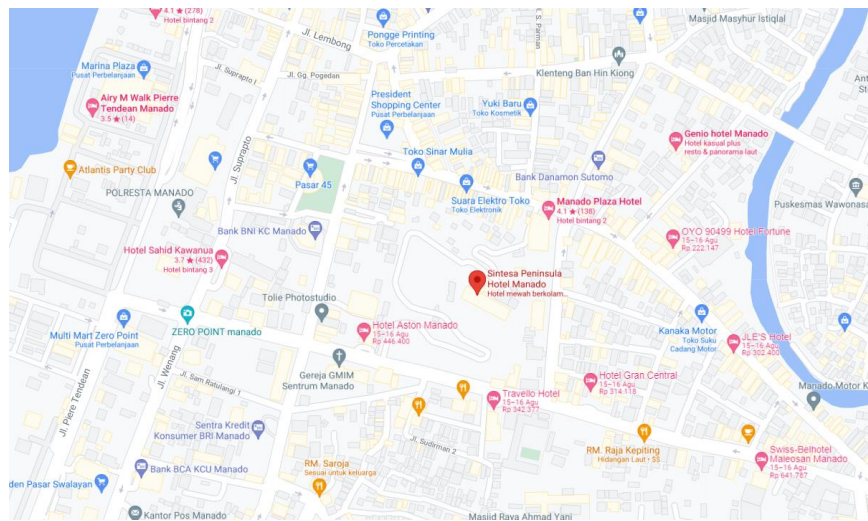
## 2.2.2 Location

### Sintesa Peninsula Manado Hotel

Jl. Jend Sudirman, Gunung Wenang, Pinaesaan, Wenang, Pinaesaan Wenang  
Pinaesaan Wenang, Pinaesaan, Kec. Wenang, Kota Manado, Sulawesi Utara  
95123

Tel : (0431) 855008

Web: [hmspm@sintesahotels.com](mailto:hmspm@sintesahotels.com)



*Picture 2. Sintesa Peninsula Manado Hotel Location*

## 2.2.3 Features of Sintesa Peninsula Manado Hotel

Sintesa Peninsula Manado Hotel always guarantees customer satisfaction. Every customer who comes to eat at the restaurant at the hotel always leaves feeling satisfied with the service, including the food served. Therefore it is also important to pay attention to all aspects in the restaurant such as the quality of the food, the atmosphere, the view, the cleanliness to the music we play at dinner.

## 2.2.4 Vision and Mission

### a. Vision

As a strategic investment holding company that is committed to achieving excellence and innovation based on sustainable development

### b. Mission

- Overcoming business challenges
- Respect commitment, deliver tangible results and always strive to produce the best quality
- Maximizing shareholder value

#### 2.2.5 Restaurant and Kitchen Picture



*Picture 3. Guest Breakfast Room (Indoor)*



*Picture 4. Guest Breakfast Room (Outdoor)*



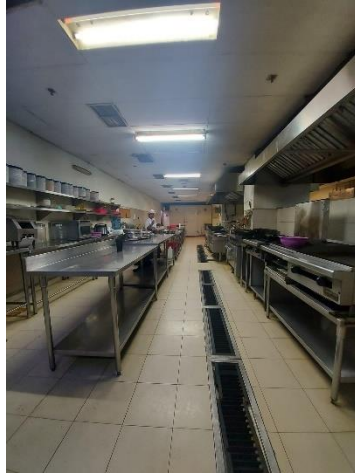
*Picture 5. Buffet Station (Main Course)*



*Picture 6. Buffet Station (Side Dish)*



*Picture 7. Lounge*



*Picture 8. Main Kitchen (I)*



*Picture 9. Main Kitchen (II)*



*Picture 10. Cold Kitchen*



*Picture 11. Store (I)*



*Picture 12. Store (II)*



*Picture 13. Steward (I)*



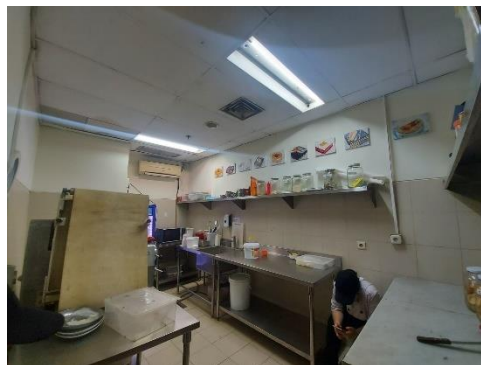
*Picture 14. Steward (II)*



*Picture 15. Baking & Pastry (I)*



*Picture 16. Baking & Pastry (II)*

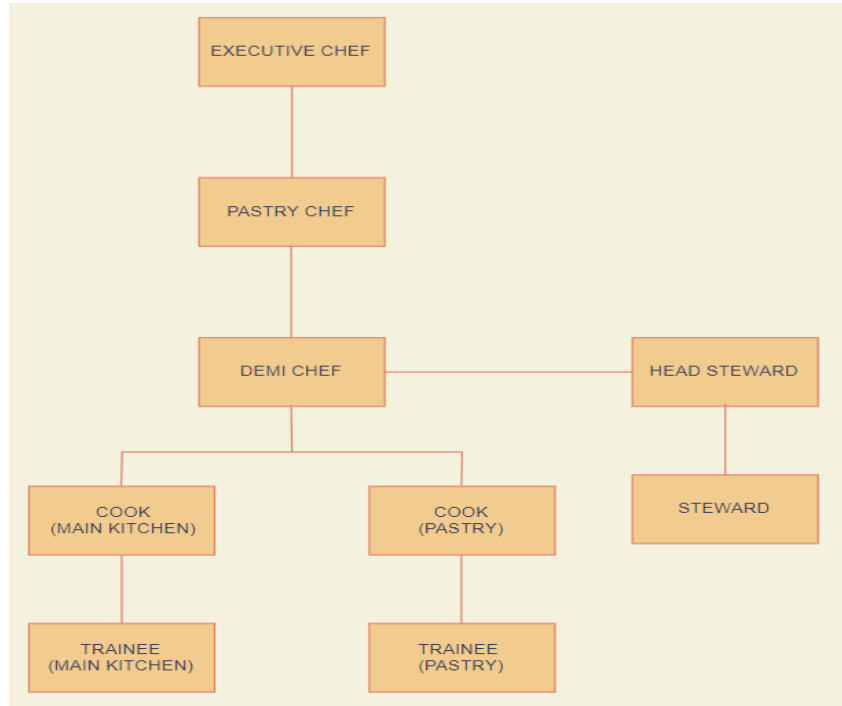


*Picture 17. Baking & Pastry (III)*



## 2.3 Organizational Structure and Main Task

### 2.3.1 Structure



*Picture 18. Kitchen Struktur*

### 2.3.2 Main task

- A. Executive Chef: Responsible for all sections, menu making, cooking process and food presentation
- B. Admin : Responsible for scheduling, ordering kitchen ingredients and responsible for food costs
- C. Pastry Chef: Responsible for the pastry section
- D. Demi Chef: Responsible and in charge of supervising the performance of the kitchen employees.
- E. Stewards : Responsible for cleaning the equipment used in the kitchen
- F. Cook : Responsible for the part that has been given
- G. Trainee : Responsible for helping each commission according to the schedule that has been distributed