

CHAPTER II

GENERAL DESCRIPTION OF COMPANY

2.1 History of Company

It all began with an A&W root beer stand. Founder J. Willard Marriott and his wife, Alice, got their young business off the ground by quenching people's thirst during Washington D.C.'s hot, muggy summers. Good food and good service at a fair price became a guiding principle for Hot Shoppes restaurants and for Marriott International as it grew.

On 1927 Newlyweds J. Willard and Alice S. Marriott, along with business partner Hugh Colton, open the first A&W root beer franchise in Washington, D.C and in the same year The Marriotts add hot food items to their menu--a first for A&W franchises--and the name "Hot Shoppes" is born.

After 1 year The Marriotts starts to open other branch with new system that is drive in restaurant. On 1937 In-flight airline catering debuts when Hot Shoppes begins delivery of boxed lunches to passengers at Hoover Airport, south of Washington, D.C.

Marriott made a historic shift into the hotel business in 1957. The world's first motor hotel opened in Arlington, Virginia, under the management of J. Willard Marriott's son, Bill. Over the next 25 years, Marriott became a diverse global enterprise, and Bill Marriott became a visionary CEO whose leadership transformed the hospitality industry. On 1984 The first JW Marriott, named in honor of founder J. Willard Marriott, opens in downtown Washington, D.C.

One company, many brands that's the innovative model that Marriott began building in the late 1980s. From pioneering the extended-stay business to launching distinctive brands geared toward the business traveler to increasing its presence overseas, Marriott International broke new ground in its quest to become the 1 hospitality company in the world.

In April 1995, ITT Sheraton introduced the Four Points by Sheraton brand, to replace the designation of certain hotels as Sheraton Inns. During the early

2000s, this mid-scale, moderate-rate, full-service hotel brand operated around 135 properties, across about 15 countries, but primarily in the US.

In 1998, Starwood acquired ITT Sheraton. In 2000, Starwood relaunched Four Points by Sheraton as a premier upscale hotel chain for business and leisure travelers. The hotels initiated a Best Brews program that offers an opportunity to sample local craft beers.

In September 2016, Marriott acquired the Four Points by Sheraton brand as part of its purchase of Starwood. After the takeover.

Four Points by Sheraton is a multinational hotel brand operated by Marriott International that targets business travelers and small conventions. As of June 30, 2020, Marriott operated 291 properties worldwide under the Four Points by Sheraton brand.

2.2 Vision, Mission and Core Value

2.2.1. Vision of Marriott

“To be the World’s Favorite Travel Company.”

To achieve the monumental success in the service industry on a global stage, the founders of the Marriott International thought it was best to put forth a vision so simple that it was not only easy to implement but also follow throughout the organization.

The goal of the company is very simple – to leave a legacy of excellence in the service industry. Marriott International aims to be the favorite travel company for the masses throughout the world. It was this vision in addition to the work ethic and company culture that made it possible to achieve the success the company has.

2.2.2. Mission of Marriott

“To enhance the lives of our customers by creating and enabling unsurpassed vacation and leisure experience.”

The key to long term success of any service providing company is to offer its customers services of that quality that the customer is left with no other option other than choosing your brand. Marriott International believes that by enhancing the

lives of their customers and by providing them with premium services, they can establish themselves as a profitable company in the long term.

2.2.3. Core Values

a) Putting people first

The main philosophy put forward by the founders of Marriott International was to create a company culture as such that people are made a priority. People first culture has been a critical factor in the success of the organization, and the company expects its employees to be well equipped with this skillset.

b) Pursuing excellence

The company takes great pride in providing services of par excellence, so all the employees are expected to exhibit professional excellence. It is a critical skill for survival at Marriott International as the company tries to hire the best talent there is.

c) Embracing change

The modern hospitality industry has been shaped by the Marriott family; hence, the company is not new at all to embracing change and adapting accordingly. Employees are expected to not only welcome change but also adjust accordingly.

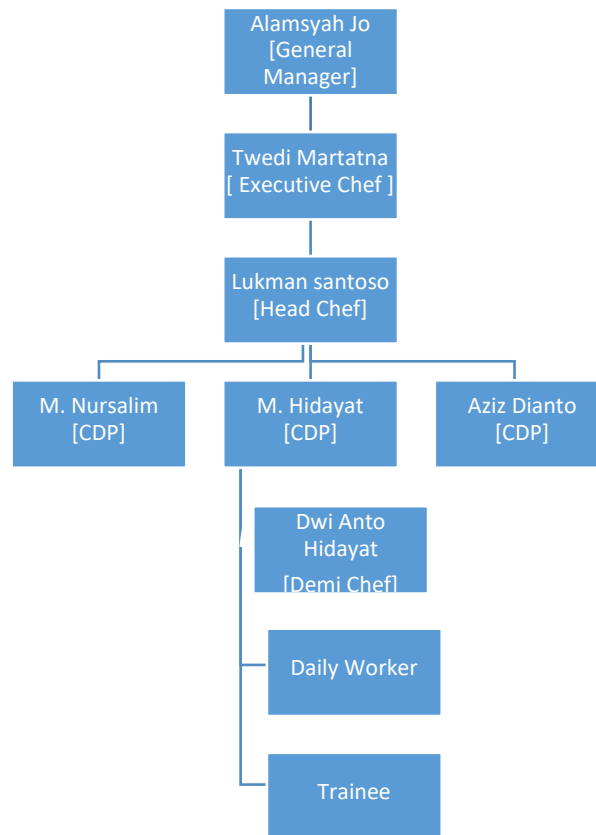
d) Acting with Integrity

Amongst all fundamental core values, integrity is the most important one. For the company to grow as a trustworthy brand name, all the employees are expected to execute their duties with the utmost integrity.

e) Serving the World

Marriott International expects all its employees to be committed to not only the company but also towards the society and the planet. All employees are expected to give back to society and help make the world more sustainable.

2.3 Organizational Structure and Main Task



Picture 1. Kitchen Structure

2.3.1 General Manager

- a) Responsible for all aspect of operation in hotel
- b) Ensure and maximize the operation and guest satisfaction
- c) Hold meetings with all head departments
- d) Manage on-going profitability and revenue of hotel

2.3.2 Executive Chef

- e) Oversee daily operation of all Food and Beverage departments
- f) Ensuring high quality product and cost-effective
- g) Hiring and training all kitchen staffs
- h) Designing new recipe, planning menu and decide the plate presentation
- i) Performing administrative tasks of all departments
- j) Oversee all hygiene and safety in all departments

2.3.3 Head Chef

- a) Supervise, manage, and motivate kitchen team
- b) Controlling and directing the food preparation
- c) Regularly monitor and check for ingredients in chiller
- d) Ensure the ingredients are meet the standard
- e) Maintain hygiene and safety in kitchen
- f) Develop new menu with executive chef
- g) Represent in meeting with all departments

2.3.4 Chef De Partie & Demi Chef

- a) Get involved to manage the kitchen operation from day to day
- b) Ensure every task on each section is running well
 - c) Ensure all team are doing their job properly especially during the rush hour
- d) Order ingredients to main kitchen.

2.3.5 Apprentice and Daily Worker

- a) Get involved in preparation tasks
- b) Help other staff to prepare and cook the dishes
- c) Assist other staff to complete the tasks

2.3.6 Trainee

- a) Get involved in daily preparation tasks
- b) Assist other position in kitchen by moving throughout other section