

CHAPTER II

General Description of Company

2.1. History of Company

It all began in 1927 whereas the couple named J. Willard Marriott and his wife, Alice, opening up a root beer stand called A&W 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. In 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. The Marriotts add hot food items to their menu--a first for A&W franchises--and the name "Hot Shoppes" is born. A year later, The Marriotts open two more Hot Shoppes, including the East Coast's first drive-in restaurant.

In 1937 In-flight airline catering debuts when Hot Shoppes begins delivery of boxed lunches to passengers at Hoover Airport, south of Washington, D.C and in 1953 Hot Shoppes, Inc. stock becomes public at \$10.25/share and sells out in two hours of trading.

The biggest changes for Marriott comes in the year of 1957-1985, 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 and in 1984, the first JW Marriott, named in honor of founder J. Willard Marriott, opens in downtown Washington, D.C.

Throughout the years and decades, the Marriott group has expanded globally and has opened various kinds of hotels such as: JW Marriott, Ritz Carlton, Bulgari, and many more.

2.2. Vision, Mission, and Core Values

2.2.1. Vision

To become the premiere provider and facilitator of leisure & vacation experiences in the world.

2.2.2. Mission

To enhance the lives of our customers by creating and enabling unsurpassed vacation and leisure experiences.

2.2.3. Core Values

- We Put People First

"Take care of associates and they will take care of the customers."

This is our founder's philosophy and it has made Marriott International a great place to work for more than 85 years. Our people first culture has consistently earned us awards and recognition around the globe. Giving associates opportunities to grow and succeed is part of the company's DNA.

- We Pursue Excellence

"Our dedication to the customer shows in everything we do."

Marriott's reputation for superior customer service dates back to J. Willard Marriott's original goal for his business: "good food and good service at a fair price." We take pride in the details—every day, in every destination worldwide.

- We Embrace Change

"Innovation has always been part of the Marriott story."

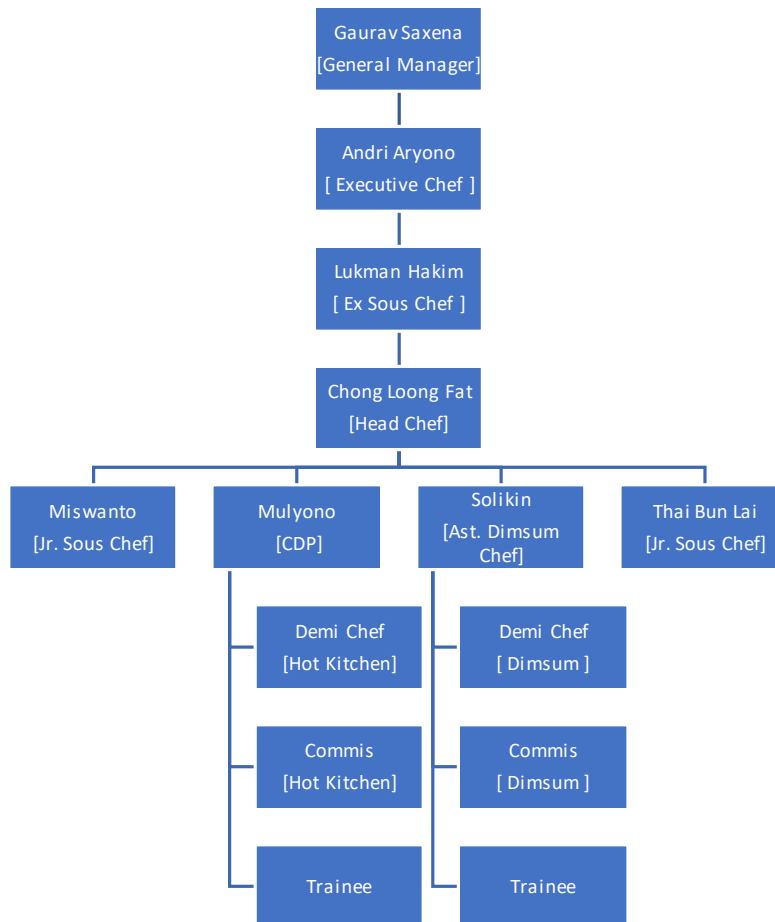
The Marriott family helped shape the modern hospitality industry. We're driven to continually challenge the status quo and anticipate our customers' changing needs with new brands, new global locations and new guest experiences.

- We Act with Integrity

“How we do business is as important as the business we do.”

We hold ourselves to uncompromising ethical and legal standards. This extends to our day-to-day business conduct, our employee policies, our supply chain policies, our environmental programs and practices, and our commitment to human rights and social responsibility.

2.3. Organization Structure – Tang Palace



Picture 1. Structure

2.3.1. Job Description

1. General Manager

- Responsible for all aspect of operation in the hotel
- Developing strategic plans for optimized productivity
- Overseeing all operations in the hotel
- Seeking out opportunities for expansion and growth
- Providing guidance and feedback to others

2. Executive Chef

- Planning and directing food preparation and culinary activities
- Modifying menus or create new ones that meet quality standards
- Estimating food requirements and food/labor costs
- Supervising kitchen staff
- Managing time and payroll records
- Recruiting and managing kitchen staffs
- Rectifying arising problems and complaints

3. Executive sous chef

- Interacts with guests to obtain feedback on product quality and service levels.
- Responds to and handles guest problems and complaints.
- Able to make recommendations to the Executive Chef regarding succession planning.
- To be aware of all financial budgets and goals.
- To ensure that guests are always receiving an exceptional dining experience representing true value for money.
- Ensure that all recipes and product yields are accurately costed and reviewed regularly.
- Ensure that all food items are prepared as per standard recipe cards whilst maintaining portion control and minimizing waste.
- Ensure that food stock levels within the culinary department areas are of sufficient quantity and quality in relevance to the hotel occupancy and function forecasts.
- Ensure that chefs are always in clean tidy uniforms and are always presentable to be in guest view.

4. Head Chef

- Controlling and directing the food preparation process
- Approving and polishing dishes before they reach the customer
- Managing and working closely with other Chefs of all levels
- Creating menu items, recipes and developing dishes ensuring variety and quality
- Determining food inventory needs, stocking and ordering
- Ultimately responsible for ensuring the kitchen meets all regulations including sanitary and food safety guidelines
- Being responsible for health and safety
- Being responsible for food hygiene practices

5. Chef De Partie & Jr. Sous Chef

- Help in the preparation and design of all food and drinks menus
- Produce high quality plates both design and taste wise
- Ensure that the kitchen operates in a timely way that meets our quality standards
- Fill in for the Executive Chef in planning and directing food preparation when necessary
- Resourcefully solve any issues that arise and seize control of any problematic situation
- Manage and train kitchen staff, establish working schedule and assess staff's performance
- Order supplies to stock inventory appropriately
- Comply with and enforce sanitation regulations and safety standards
- Maintain a positive and professional approach with coworkers and customers

6. Demi Chef & Commis

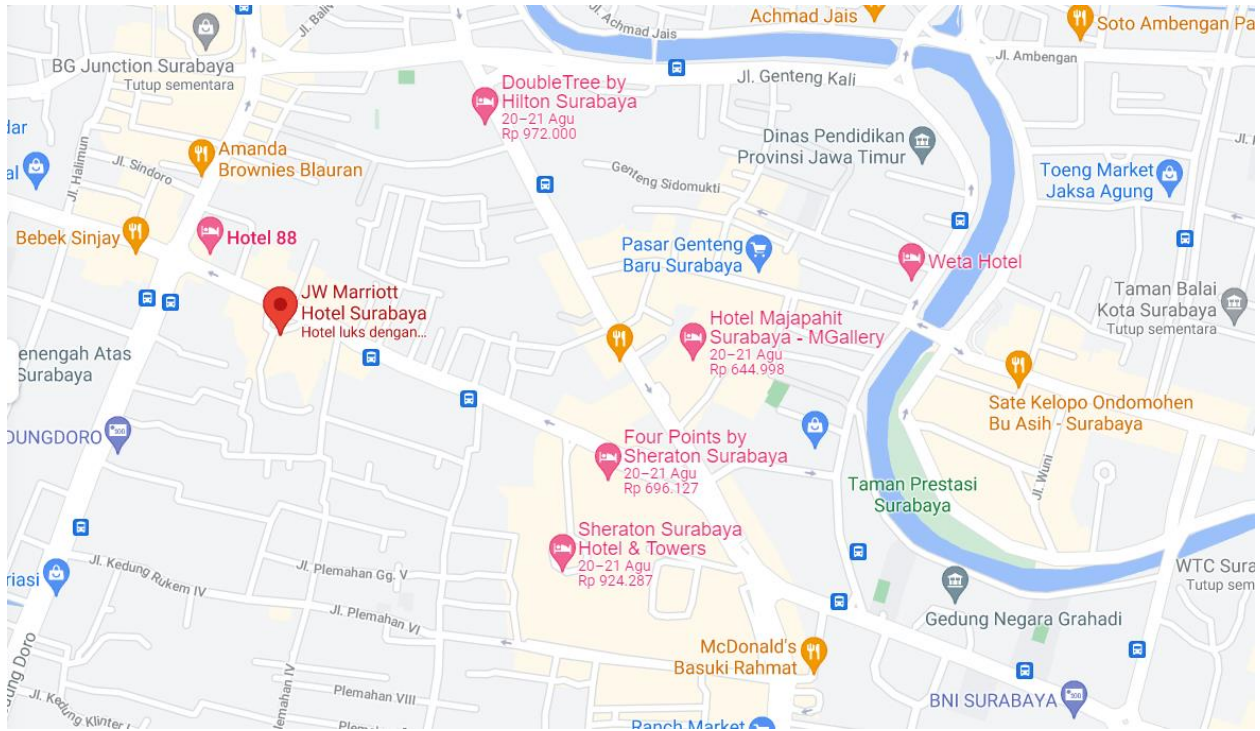
- Getting involved in daily preparation tasks
- Assisting other position in kitchen by moving throughout other section
- Helping with deliveries and restocking
- Assisting with stock rotationCleaning stations
- Contributing to maintaining kitchen and food safety standards.

7. Trainee

- Get involved in daily preparation tasks
- Assisting other position in kitchen by moving throughout other section

2.4. Company Overview

2.4.1. Location



Picture 2. Map Location

JW Marriott Hotel Surabaya

Address: Jl. Embong Malang No.85-89, Kedungdoro, Kec. Tegalsari, Kota SBY, Jawa Timur 60261

Telp: +62315458888

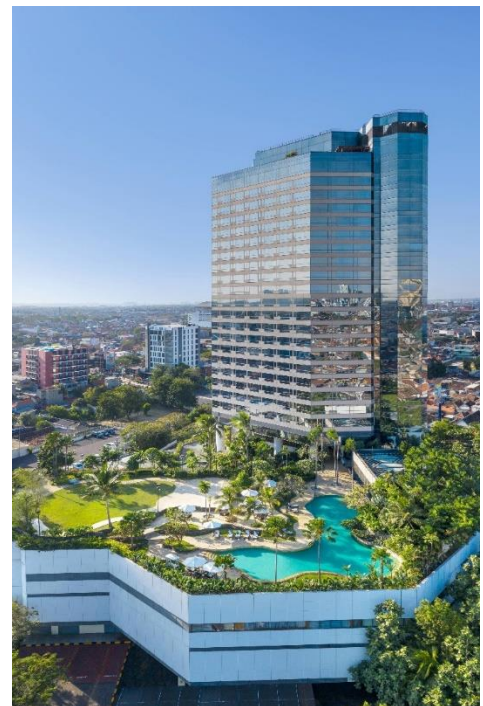
2.4.2. JW Marriott Surabaya Overview

Surrounded by some of Indonesia's most celebrated attractions, JW Marriott Hotel Surabaya is a luxury haven in a vibrant travel destination. Experience 5-star accommodation in one of our 407 beautifully appointed rooms, including 145 twin bedrooms and 23 Apartments for extended stays. Stay in the heart of the city's bustling shopping and business district, just minutes from superb attractions, including Suramadu Bridge, the House of Sampoerna, Tugu Pahlawan monument and Sanggar Agung Temple. Indulge in delectable Japanese, Chinese and Indonesian cuisines as well as the newest Steakhouse in our four distinctive restaurants. Celebrate and succeed in versatile meeting and event space with custom catering and expert planning. With ample self-parking space, health club facilities, an outdoor pool, 24-hour gym and massage treatment, JW Marriott Hotel Surabaya offer the perfect blend of comfort, relaxation and style for your visit to Indonesia.

2.4.5. About JW Marriott Surabaya

1. Architectural Concept - Exterior

JW Marriott Surabaya for over 20 years, the JW Marriott Surabaya was designed by the renowned late Jackson Wong, from Wong and Ouyang LTD in Hong Kong. Famous for projects such as the Pacific Place complex; malls; offices; hotels such at the Conrad, Shangri-La, and JW Marriott Hong Kong; Times Square Hong Kong in Causeway Bay; the Hong Kong Convention and Exhibition Centre and Elements at Kowloon Station; the firm is without a doubt one of the most notable in Hong Kong. The grandeur of the JW Marriott Surabaya can be seen in its classic approach, which is based on order symmetry and balance. A primary element of classical style is the use of a focal point around which visual balance is achieved. In the lobby, a wall fountain features a metal sculpture of a traditional phinisi boat

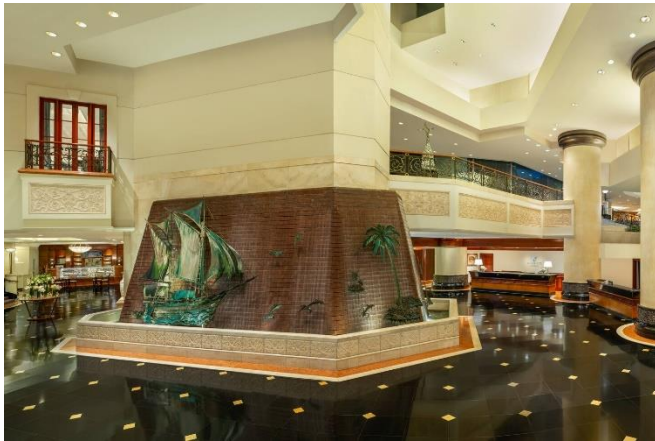


Picture 3. Hotel Exterior

on the beach of a tropical island as its focus. A high ceiling with colossal columns reflects the Greek and Roman influences that show the classical style en vogue at the time.

2. Lobby & Lobby Lounge

The lobby is the place where guest can come to check-in and the lobby lounge is the place where the guests can relax.



Picture 4. Lobby



Picture 5. Lobby Lounge

3. Accommodations

	1 King Bed	Rp. 770,000 / night
	2 Double Beds	Rp. 770,000 / night
	1 King Bed, Executive Lounge Access	Rp. 1,050,000 / night

	<p>1 King Bed, Large Room</p>	<p>Rp 1,050,000 / night</p>
	<p>2 Double Beds, Executive Lounge Access</p>	<p>Rp. 1,050,000 / night</p>
	<p>1 King Bed, Executive Lounge Access, Large Room</p>	<p>Rp. 1,330,000 / night</p>
	<p>1 King Bed, Executive Lounge Access, 1-Bedroom Suite</p>	<p>Rp. 2,450,000 / night</p>
	<p>2 Bedrooms: 1 King Bed, 2 Twin Beds, Executive Lounge Access, 2 Bedroom Suite</p>	<p>Rp. 3,750,000 / night</p>
	<p>2 Bedrooms: 1 King Bed, 2 Twin Beds, Executive Lounge Access, 2-Bedroom Apartment</p>	<p>Rp. 3,450,000 / night</p>


	<p>2 Bedrooms: 1 King Bed, 2 Twin Beds, Executive Lounge Access, Chairman Suite</p>	<p>Rp. 9,180,000 / night</p>
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Table 1. Hotel Rooms

4. Facility

JW Marriott Surabaya offers facilities by staying at this hotel such as fitness, executive lounge, swimming pool, and garden. Guests can enjoy the facility that has been provided.



Picture 6. Executive Lounge



Picture 7. Top View – Swimming Pool

5. Dining

As one of the best Hotel that we can find in Surabaya, JW Marriott offers a vast variety of food. Each restaurant has their own unique dining experiences and delicious treats.

- Pavilion



Picture 8. Pavillion

Pavilion is both buffet and a la carte dining which offers a wide range variety of foods. We can taste foods from all around the world starting from American, Italian, Japanese, French and many more.

- Imari



Picture 9. Imari Restautant

Imari is a Japanese restaurant which features a casually refined ambiance, as well as a sushi bar, teppan-style cooking and fresh grilled seafood and meat.

- Tang Palace



Picture 10. Tang Palace Restaurant

Tang Palace is a Chinese restaurant which accented by antiques from the legendary Tang Dynasty, a wide variety of Chinese food are served in this restaurant starting from their Cantonese food, dim sums, and many more.

- Uppercut Steakhouse



Uppercut Steakhouse is a fine dining restaurant which features a variety of fine quality meats, including dry-aged beef, along with delicious side dishes and non-beef selections, using the freshest ingredients.

Picture 11. Uppercut Steakhouse

6. Event

JW Marriott offers places for people who wants to hold an event such as meeting, weddings, or etc.



Picture 12. Outdoor Venue



Picture 13. Royal Ballroom



Picture 14. Boardroom



Picture 15. Bali C



Picture 16. Oasis