

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 re-launched 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.

Four Points by Sheraton is a multinational hotel brand operated by Marriott International 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

“ 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

“ 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 Value

- 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.

3.□ 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.

3.□ 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.

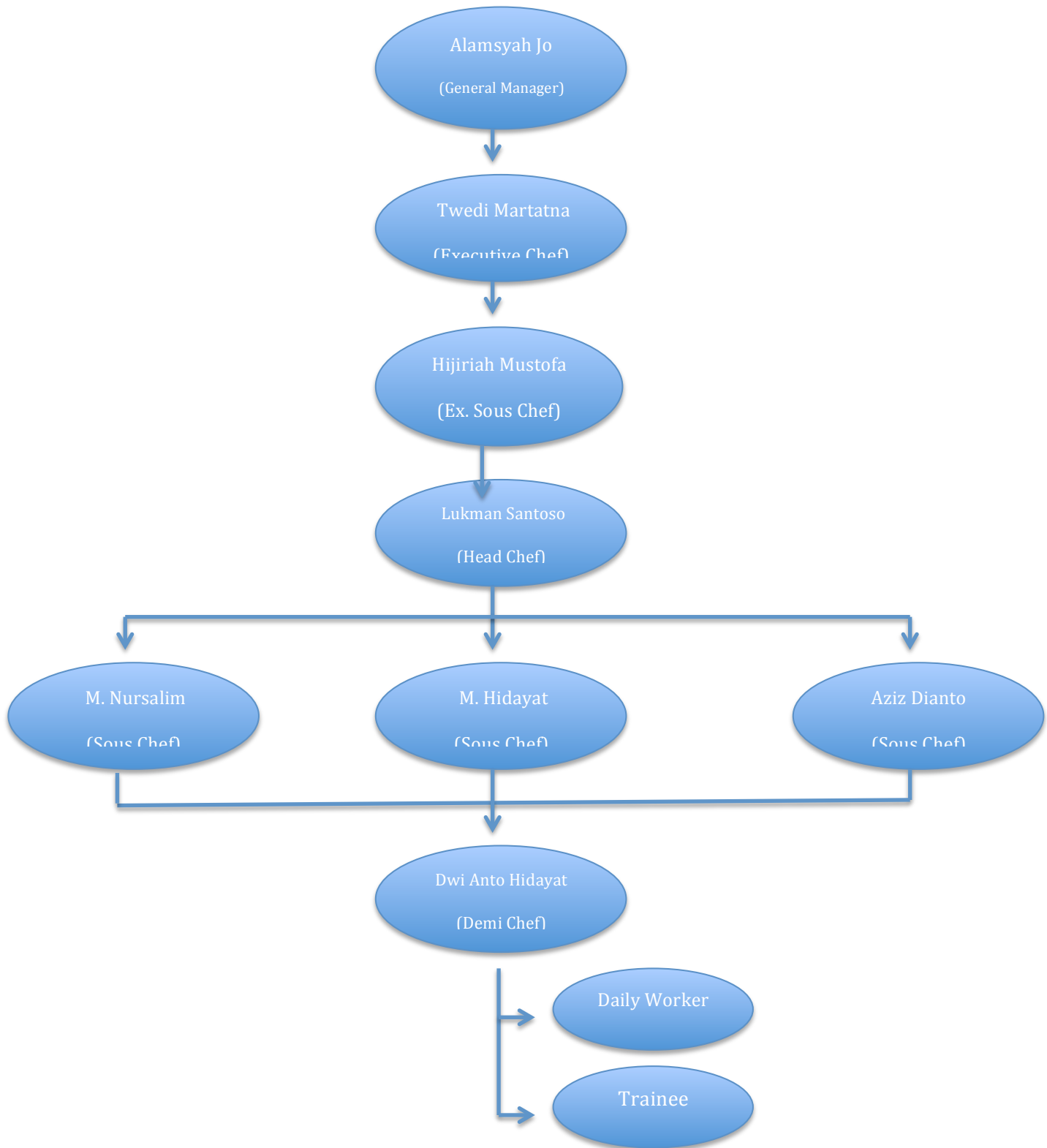
3.□ Acting with Integrity

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.

3.□ 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

Source: Personal Documentation, 2021

1. General Manager:

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

2. Executive Chef:

- a. Oversee daily operation of all Food and Beverage departments
- b. Ensuring a high quality and cost effective product
- c. Hiring and training all kitchen staffs
- d. Designing new recipe, planning menu and decide the plate presentation
- e. Performing administrative tasks of all departments
- f. Oversee all hygiene and safety in all departments

3. Executive Sous Chef:

- a. Oversee daily operation of banquet in hotel
- b. Supervise chefs and food preparation
- c. Enforce all food safety policies and procedure are running well
- d. Check freshness of food and maintain supplies
- e. Oversee all hygiene and safety in banquet
- f. Substituting for the absence of Executive Chef

4. Head Chef:

- a. Supervise, manage, and motivate kitchen team
- b. Lead the team in monthly cooking demo
- c. Controlling and directing the food preparation
- d. Regularly monitor and check for ingredients in chiller
- e. Plating for the restaurant menu
- f. Ensure the ingredients are meet the standard
- g. Inform daily occupancy and training every morning

- h. Maintain hygiene and safety in kitchen
- i. Ensure the guest satisfaction
- j. Develop new menu with executive chef
- k. Represent in meeting with all departments
- l. Lead and oversees restaurant operation

5. Sous Chef & Demi Chef:

- a. Get involved to manage the kitchen from day to day operation
- 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.
- e. Substitute for the absence of head chef
- f. Prepare and cook the food
- g. Teach daily worker and trainee daily/weekly training

6. Daily Worker:

- a. Get involved in preparation tasks
- b. Mise en place
- c. Assist other staff to complete the tasks
- d. Cooked foods replacing the staff if they're busy

7. Trainee:

- a. Get involved in preparation tasks
- b. Mise en place
- c. Assist other staff and daily work

2.4 Company Overview

2.4.1 Location



PICTURE 2. FOUR POINTS MAP

SOURCE: GOOGLE MAP,2021

Four Points by Sheraton Surabaya

Address : Pakuwon Mall Jalan Puncak Indah, Jl. Raya Lontar No.2, Kota SBY, Jawa Timur 60216

Telp : +623199150000

Email :

2.4.2 Four Points by Sheraton Compass Intelligent

At Four Points, they cater to well-traveled guests. Timeless classics are woven with modern details to keep guests relaxed and comfortable for both work and play, wherever their travels take them around the globe. Each Four Points hotel offers an authentic taste of the local

with their Best Brews experience featuring locally crafted beers on tap that pair well with our signature burger and pretzel.

Available at their casual restaurant and bar that provides guests both dine-in and to-go options from breakfast to dinner. From big urban centers to airports to the beach to the suburbs, Four Points is everywhere guests want to be. With over 290 hotels in 45 countries, Four Points is experiencing record growth with 153 hotels in the pipeline. With flexible building options, Four Points offers incredible development opportunities for new builds and conversions.

2.4.2.1 Relaxed, Informal Design



PICTURE 3 FOUR POINTS PAKUWON INDAH BUILDING

PICTURE 4 FOUR POINTS PAKUWON INDAH LOBBY

SOURCE: GOOGLE, 2021

SOURCE: GOOGLE, 2021

Comfortable guestrooms and beds, productive workspaces, and a welcoming lobby – everything that matters most. The look and feel of Four Points are relevant to today’s independent traveler – modern but never trendy, practical yet stylish. Built next to Surabaya’s infamous mall, Pakuwon Mall gives the guest the option to explore and enjoy themselves during their stay.

2.4.2.2 Food And Beverage



PICTURE 5 DJAMAN DOELOE RESTAURANT

SOURCE: GOOGLE, 2021

The Djaman Doeloe Restaurant serves the guest with an authentic Indonesian Cuisine, Giving them a taste of Indonesian's spices through their food. The whole concept of the restaurant revolves around Indonesia's traditional culture or what the headchef usually say *'kembali ke Djaman Doeloe'*, theres a special station in the restaurant where they serve Indonesian's traditional food/authentic food from various place in Indonesia, theres a menu rotation everyday so that the guest could taste different kinds of food and won't get bored with the same menu every day.



PICTURE 6. DJAMAN DOELOE
TRADISIONAL SECTION 1

SOURCE: PERSONAL DOCUMENTATION, 2021



PICTURE 7. DJAMAN DOELOE
TRADISIONAL SECTION2

SOURCE: PERSONAL DOCUMENTATION, 2021

Not only that, but they also serve traditional drinks such as: *Wedang uwuh*, *Wedang Jahe*, *Kopi Tubruk*, *Teh Tubruk*, *Jamu*, and etc.



PICTURE 8 STREET FOOD CART

SOURCE: PERSONAL DOCUMENTATION



PICTURE 9 BEVERAGE STATION

SOURCE: PERSONAL DOCUMENTATION

- Seating capacity: 200 pax
- Opening Hours: 06.00 AM – 10.00 PM
- Location: M3

C. Accommodation

For the Accommodation provided by the Hotel, there are 6 types of room provided:

Rooms	Rates/night	Rates/night (All In)
 <p>picture 10 Deluxe Guest room1, king size</p> <p>Source: Google, 2021</p>	Rp.603,000,00	Rp. 865,000,00
 <p>picture 11 Deluxe Guest room 2, twin bed</p> <p>Source: Google, 2021</p>	Rp.603,000,00	Rp. 865,000,00



picture 12 Premium Deluxe Guest room 1, king size

Source: Google, 2021

Rp. 675,000,00

Rp. 985,000,00



picture 13 Premium Deluxe Guest room 2, twin bed

Source: Google, 2021

Rp. 675,000,00

Rp. 985,000,00



picture 14 Junior Suite, king size

Source: Google, 2021

Rp.1,127,000,00

Rp. 1,200,000,00

	<p>Rp. 2,340,000,00</p>	
<p>picture 15 Premium Suite, Bedroom, King size</p> <p>Source: Google, 2021</p>		

Table 1. Room Rates

D. Fitness Facility

Four Points provides Lap pool, Kid's Pool, Lagoon and Gym facilities to be used for guest.



PICTURE 16 SWIMMING POOL

SOURCE: GOOGLE, 2021



PICTURE 17 TRAINING CENTER

SOURCE: GOOGLE, 2021

C. Events

Four points and westin share the meeting rooms and ballrooms facility, there are 24 Event Rooms, total of 52.689 sq feet event space, 4.500 Capacity Largest Space, 19 Maximum Breakout Rooms.



PICTURE 18 MEETING ROOMS

SOURCE: GOOGLE, 2021



PICTURE 19 GRAND BALLROOM

SOURCE: GOOGLE, 2021