**CHAPTER II**

**GENERAL DESCRIPTION OF COMPANY**

* 1. **HISTORY OF COMPANY**

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Picture 1. First A&W Root Beer Stand

It all started with J. Willard Marriott who was born in 1900 in a small town in Utah. He worked as a farmer and sheep herder, and served a Mormon mission in North Eastern US. After he finished his mission, he visited Washington, D.C., on his way home to Utah. He was impressed with the big city and vowed he would someday returned and start a business there. He worked his way through college. He graduated and married Alice Sheets, known as Allie, in 1927. Ready for the adventure of their lives, they left their humble home in Salt Lake City and on their wedding day began their journey to Washington, D.C. in a model-T Ford. With a marriage license and an A&W license, they arrive in Washington, D.C. to open a nine-stool A&W root beer stand.

In 1957, 30 years after the first root beer stand was opened, the first Marriott motor hotel opened its doors in Arlington, VA. Marriott has come a long way since that first hotel opening. Marriott International took a lot of risks early on and many of them did not turn out, in-flight catering, cruise ships, a travel agency, and the Transportation Security business were all business that did not succeed.Marriott sold off all of the diverse business and focused on hotels and hospitality.

In April 1995, [ITT Sheraton](https://en.wikipedia.org/wiki/Sheraton_Hotels_and_Resorts) introduced the Four Points by Sheraton brand, to replace the designation of certain hotels as Sheraton Inns. Starwood acquired ITT Sheraton in 1998 and re-launched Four Points by Sheraton as a premier upscale hotel chain. Four Points by Sheraton is travel reinvented. Four Points serves as the center of where business meets pleasure, enabling guests to kick back and relax on the road. Designed for the smart, independent traveler, Four Points offers the timeless style and comfort guests are looking for, coupled with genuine service and everything that matters most, all around the world.

Four Points hotels can be found in sprawling urban centers, near the closest airport, on the beach, or nestled in the suburbs. Each hotel offers a familiar and authentic sense of the local, friendly service that allows guests to relax and unwind, watch local sports, and enjoy the brand’s Best Brews program.

Best Brews provides guests with the chance to sample craft beers and enjoy authentic local flavors at every hotel pub across the brand’s 200+ property portfolio with each brew strategically chosen for its unique flavor, popularity and quality ingredients. Committed to improving productivity while on the road, Four Points also offers what business travelers around the world need most, including free in-room water, in-room and public space Wi-Fi and more. A true global brand, Four Points is 4th in total number of properties open outside North America amongst Marriott International’s entire portfolio.

In September 2016, Marriott acquired the Four Points by Sheraton brand as part of its purchase of [Starwood](https://en.wikipedia.org/wiki/Starwood). After the takeover, Marriott identified properties which did not meet brand standards, which were required to either renovate, or exit the brand.

From the first hotel opening in 1957, J. Willard and his son Bill, Jr. have led the company and turned the little family business into a worldwide company. Now, Marriott has over 5.500 hotels in over 100 countries and over 500.000 people that wear a Marriott nametag every day.

* 1. **VISION, MISSION, CORE VALUES, AND COMPANY OBJECTIVES**

**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](https://bstrategyhub.com/marriot-swot-analysis/) 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.”

**2.2.3 Core Values**

Core values of Marriott International:

* **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.

* **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.

* **Embracing change**

Employees are expected to not only welcome change but also adjust accordingly.

* **Acting with Integrity**

For the company to grow as a trustworthy brand name, all the employees are expected to execute their duties with the utmost integrity.

* **Serving the World**

All employees are expected to give back to society and help [make the world more sustainable](https://bstrategyhub.com/what-is-triple-bottom-line-tbl-explained-with-examples-the-future-benchmark/).

Core values of Four Points by Sheraton:

* Honest

Best Brews, local sports, a great place to unwind. A familiar place with an authentic sense of local, and friendly, genuine service. Guests relax for a greater travel experience, whether on business or pleasure.

* Uncomplicated

Approachable and straightforward. We cater to the smart, independent traveler with our simplified, not simple, experience at Four Points. We offer what matters most to guests, plus extras guests want.

* Comfort

Classic and timeless. Casual and relaxed. Our style is modern, always practical and never trendy. A place designed with the traveler in mind.

* 1. **ORGANIZATIONAL STRUCTURE AND MAIN TASK**

Table 1. Organization Structure

**General Manager – Complex**

Masri

**Hotel Manager**

I Made Arnawa

**Executive Chef**

(vacant)

**Chef De Cuisine**

Judi Kristiyanto

Casual & Trainee

**Commis**

Marno

**Commis**

Vikri

**Commis**

Vicky

**Butcher**

Fiki

**Banquet Chef**

Supriadi

**Commis**

Assat

**CDP (GDM)**

Huda

**Commis**

Budi

Casual & Trainee

**CDP (Night)**

Agustinus

**CDP (Day)**

Anindya. P

**CDP Pastry**

Fillia J. S

Casual & Trainee

Casual

Main Task:

1. Complex General Manager
* Perform administrative duties
* Interview, hire supervise and counsel department managers in the efficient operation of their respective areas. Meet with, develop and delegate improvement plans for operation and review performance of management team.
* Interview, hire, train, recommend performance evaluations, resolve problems, provide open communication and approve discipline and all terminations.
* Participate in community affairs and maintain positive public image for Crescent and hotel. Meet with potential and current clients and promote hotel.
* Communicate both verbally and in writing to provide clear direction to staff.
* Physically tour and visually inspect property on a daily basis. Monitor cost control, property condition, cleanliness and quality of product and service throughout hotel. Greet and maintain rapport with associates and customers.
* Travel to attend corporate meetings, sales trips and serve on committees such as Research, Development and Standards committee.
* Appropriate handle associate issues in conjunction with Human Resources.
1. Hotel Manager
* Planning, implement and manage overall hotel daily operations.
* Conduct hotel budgeting and financial planning.
* Plan and organize hotel activities to drive sales.
* Manage and monitor hotel expenses.
* Manage and track hotel inventory.
* Plan and implement marketing campaigns with marketing teams.
* Build and maintain strong relationships with visitors and clients.
* Build relationships with vendors.
* Suggest and implement new ideas.
* Determine KPIs Track Key Performance Indicators such as accommodation, food, beverage, average room rate, bedroom occupancy rate, revenue per available room, cost per occupied room, labor cost ratio, and produce reports.
* Hire and onboard new hotel staff.
* Evaluate staff performance.
* Ensure safety and adherence to rules and regulations.
* Prepare and manage schedules and shifts.
1. Chef De Cuisine
* Responsible for the quality of the products served.
* Hiring and managing the kitchen staffs.
* Controlling costs and meeting budget.
* Coordinating with all departments.
* Making new menus.
* Purchasing & costing.
* Scheduling of employees.
* Responsible for kitchen plant and machinery.
1. CDP
* Preparing, cooking and presenting the dishes.
* Assisting the Head Chef in creating menu items, recipes and developing dishes.
* Assisting with the management of health and safety.
* Assisting with the management of food hygiene practices.
* Managing and training any Commis Chefs.
* Monitoring portion and waste control.
* Overseeing the maintenance of kitchen and food safety standards.
1. Banquet Chef
* Responsible for all food to be prepared for banquet functions.
1. Butcher Chef
* In charge of the butcher which prepares meats, fish, and poultry for the kitchen.
1. Commis
* Measuring meal ingredients accurately.
* Preparing meals by washing, peeling, and chopping fruits and vegetables and seasoning different kinds of meat.
* Preparing basic salads and sauces for meals, as directed by the chef de partie.
* Receiving deliveries and verifying that all ordered items are received and are good quality.
* Taking inventory of restaurant supplies and notifying the supervisor when stock is low.
* Disposing of the expired and spoiled food items stored in stock rooms, refrigerators, and freezers.
* Cleaning and ensuring that all the work stations are organized and properly sanitized.
* Preparing all the meal items to be presentable as instructed by the chef de partie.
1. Casual & Trainee
* Help out day to day operations.
* Making a la carte order.
* Cleaning all the work stations are organized and properly sanitized it.
* Involved in production of any products such as sauces, sambals, dressings, batter and cakes.