

CHAPTER II

GENERAL DESCRIPTION OF 07:AM Baker's Club

2.1 HISTORY OF COMPANY

07:AM Bakers Club is a company (Perseroan Terbatas) that is engaged in food processing (Bread and Pastry) which was formed on December 5, 2020. 07:AM Bakers Club is engaged in the food sector, namely the manufacture of bread and pastry. We chose the food sector because this business is tailored to the needs and skills we have as well as adequate supporting factors to develop this business.

We are focused on making a business in the field of making bread and cakes. With various types of cakes and bread to suit your needs. We believe this business will develop well because we have established cooperation with several relationships.

2.2 VISION, MISSION, AND COMPANY OBJECTIVES

2.2.1 VISION OF 07:AM Baker's Club

To make 07:AM Bakers Club a progressive, inspiring and productive company.

2.2.2 MISSION OF 07:AM Baker's Club

- A. Able to compete with many competitors.
- B. Creating new innovations of various kinds of bread and pastry with French style.
- C. Delivering luxury quality at a friendly price.
- D. Create job opportunities.

2.2.3 Market and Marketing Activities

- A. Business environment

In Badung- Bali, the type of bread and cake business has very promising opportunities, due to the needs of today's society, which often replaces eating rice with bread and other needs that have to be replaced with bread and cakes because they are considered more practical. Also because it is an international tourist destination where many local and foreign tourists are on vacation or are already living permanently.

B. Market conditions

There are a lot of business competitors in this field, but we work around this by making various kinds of product innovations that are able to attract people to buy and the quality of bread that we always maintain, besides that we come with quality bread that is luxurious, but the price is friendly for various groups of people.

C. Marketing plan

With a bakery and cake business that already has regular customers, we will increase our marketing by looking for agents or opening a shop in a city with many branches.

D. Concept

The attraction that is owned by 07:AM Baker's Club Bali is that the first place has a bakery cafe which has a delicious and delicious bakery menu, various choices and flavors are available at the place, of course, it becomes the main attraction for the visitors of the place. The concept of the building that looks minimalist and industrial is also very fitting with the atmosphere of the place so that not a few visitors come to take pictures at the cafe. Cafe 07:AM Baker's Club in Bali has several areas which of course have a comfortable place for you to hang out casually or want to do office work, of course, this place is the right place. Equipped with various facilities such as AC rooms, sockets, and also wifi access, of course, it will make you feel

comfortable at the baker's cafe in Bali. Surely this place is the right place to hang out with your friends or family.

E. Location

The location for the 07:AM Baker's Club Bali hangout is located on Jl. Bumbak Dauh No.88, Kerobokan, Kec. North Kuta, Badung Regency, Bali 80361. If you are from the center of Denpasar City you are about 10.6 km and it will take approximately 30 minutes to get there. Considering also that the location of this contemporary Balinese hangout is not far from the center of Denpasar City and of course, it is very easy to find it.

F. Opening hours and facility

If you visit the 07:AM Baker's Club in Bali, you should know the operating hours so that you come to this place at the right time. For opening hours or operating hours at 07:AM Baker's Club Bali starts to open at 07.00 and closes at 17.00 WITA every day.

Of course, a contemporary hangout place like this has quite complete facilities, 07:AM Baker's Club Bali Already prepare facilities that are quite complete so that you will be comfortable here. Starting from the parking area which is large enough to have clean toilets. The following is a list of the available facilities:

- a) Parking area
- b) Toilet
- c) Photo Spot
- d) Wifi Access
- e) Electric socket
- f) Ac room
- g) Health Protocol Facility And many others

2.2.4 SWOT Analysis

Every activity to start a business will be initiated to measure the ability of the business against the environment or competitors, namely SWOT:

A. Strength (strength)

Strengths of this product:

1. Selling products for all circles
2. One product consists of several kinds of shapes and flavors
3. Good quality product material

B. Weaknesses (weaknesses)

1. The product cannot last long
2. Products are easy to imitate

C. Opportunity

1. Much needed by society
2. Adequate facilities

D. Threat (threat)

There are many counterfeit products on the market.

Corporate Cooperation

In running this Bakery business, we have collaborated with various parties including the 07:AM Bakers Club company, Home Dely, Lalsace Petitenget, Stuja Coffee Shop, Ona Resto, Folie, KONG Resto, Riviera, WOODS Resto, Lalsace Jimbaran, El Mercat, Courtyard Nusadua, Charriot, K Club Ubud, Mango Ubud, Keliki Ubud, Stuja Dipantai, Barbarosa, Batukarang Lembongan, Tiger Lily Lembongan, etc. Cooperation is intended to make things easier in business and to face bigger external competitors.

2.2.5 07:am Baker's Club stores photos



figure 1. 07AM Bakers Club Store



figure 2. 07AM Bakers Club Store

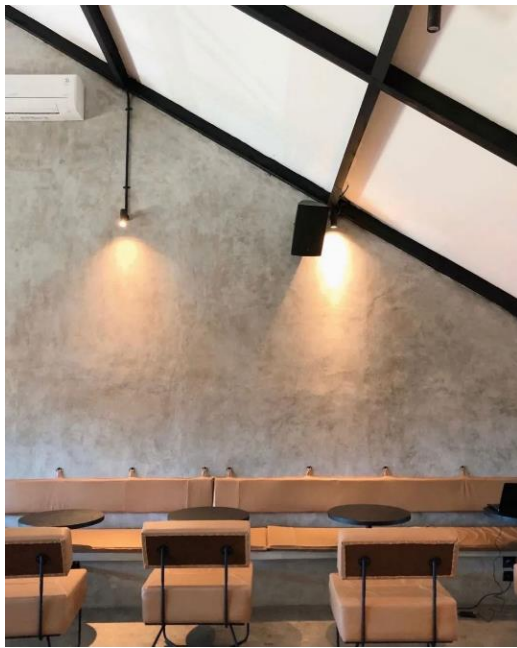


figure 3. 07AM Bakers Club Indoor Seating



figure 4. 07AM Bakers Club Outdoor Seating



figure 5. 07AM Bakers Club Display Product



figure 6. 07AM Bakers Club from Second Floor



figure 7. 07AM Bakers Club Coffee Section

2.2.6 Types of Food Served

A. Baguette

A baguette is a long, thin type of bread of French origin that is commonly made from basic lean dough. It is distinguishable by its length and crisp crust. A baguette has a diameter of about 5 to 6 centimeters and a usual length of about 65 cm, although a baguette can be up to 1 m long.



figure 8. Baguette

B. Rye Sourdough

Rye bread is a type of bread made with various proportions of flour from rye grain. It can be light or dark in color, depending on the type of flour used and the addition of coloring agents, and is typically denser than bread made from wheat flour.



figure 9. Rye Sourdough

C. Focaccia

Focaccia is a flat place, it is called "pizza Bianca". Focaccia can be served on leavened oven-baked Italian bread, similar in style and texture to pizza; in some as a side dish or as sandwich bread and it can be round, rectangular, or square in shape.



figure 10. Focaccia

D. Pretzel

A pretzel, from dialectal German pronunciation, standard German: Breze is a type of baked bread made from dough that is commonly shaped into a knot. The traditional pretzel shape is a distinctive symmetrical form, with the ends of a long strip of dough intertwined and then twisted back onto itself in a particular way.



figure 11. Pretzel

E. Classic Sourdough

Sourdough is a bread made by the fermentation of dough using wild Lactobacillaceae and yeast. Lactic acid from fermentation imparts a sour taste and improves keeping qualities.



figure 12. Classic Sourdough

F. Almond Croissant

Almond croissant is a buttery, flaky, French viennoiserie pastry inspired by the shape of the Austrian Kipferl but using the French yeast-leavened laminated dough. Filled with almond cream and on top add almond cream and slice almond.



figure 13. Almond Croissant

G. Almond Chocolatines

The same as almond croissants but the shape and contents of the chocolatine croissants are different. But Filled with almond cream and on top add almond cream and slice almond.



figure 14. Almond Chocolatine

H. Apple Turnover

Uses the same dough as a croissant but inside it is filled with apple filling and shaped like a bag.



figure 15. Apple Turnover

I. Croissant

Croissant is a buttery, flaky, French viennoiserie pastry inspired by the shape of the Austrian Kipferl but using the French yeast-leavened laminated dough.



figure 16. Croissant

J. Chokolatines

Uses the same dough as a croissant but inside it is filled with chocolate sticks and rolled up.



figure 17. Chokolatine

K. Chocolate Torsade

Using the same dough as croissants but filled with pastry cream and chocolate chips then cut into approximately 3 centimeters and rotated like a spiral.



figure 18. Chocolate Torsade

L. Cookies Double Chocolate

A cookie is a baked or cooked snack or dessert that is typically small, flat, and sweet. It usually contains flour, sugar, egg, and some type of oil, fat, or butter. It may include other ingredients such as raisins, oats, chocolate chips, nuts, etc.



figure 19. Cookies Double Chocolate

M. Cream Brulee Croissant

Using the same dough as a croissant but in the butter layer, it is mixed with sugar and filled with vanilla pastry cream and in a round shape.



figure 20. Cream Brulee Croissant

N. Danish Berries

Danish cake, sometimes shortened to simply Danish, is a sweet, multi-layered cake in the viennoiserie tradition. and on top, it is topped with pastry cream, berries, and chunk pistachio nuts.



figure 21. Danish Berries

O. Raisin Roll

Using the same dough as croissants but filled with pastry cream and raisins then rolled and cut into about 4 centimeters and put in the molds of cups cakes.



figure 22. Raisin Roll

P. Smoked Ham Croissant

Using the same dough as croissants but filled with grained mustard, smoked ham, and Emmental cheese. then on the top, it is also given Emmental cheese in the shape of a croissant.



figure 23. Smoked Ham Croissant

Q. Kouign – Aman

Using the same dough as croissants but in a layer of butter mixed with sugar. in the shape of a square then the four corners are put together and pressed so that they are shaped like that then caramel is given on top.

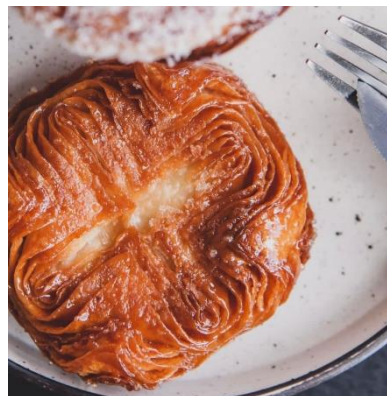


figure 24. Kouign – Aman

R. Chocolate Beignet

Beignet is a type of fritter, or deep-fried pastry, typically made from pâte à choux, but may also be made from other types of dough, including yeast dough. It is popular in French, Italian and French-American cuisines. And in the middle it is given a chocolate praline and on top too.



figure 25. Chocolate Beignet

2.3 ORGANIZATIONAL STRUCTURE AND MAIN TASK

2.3.1 Organizational Structure

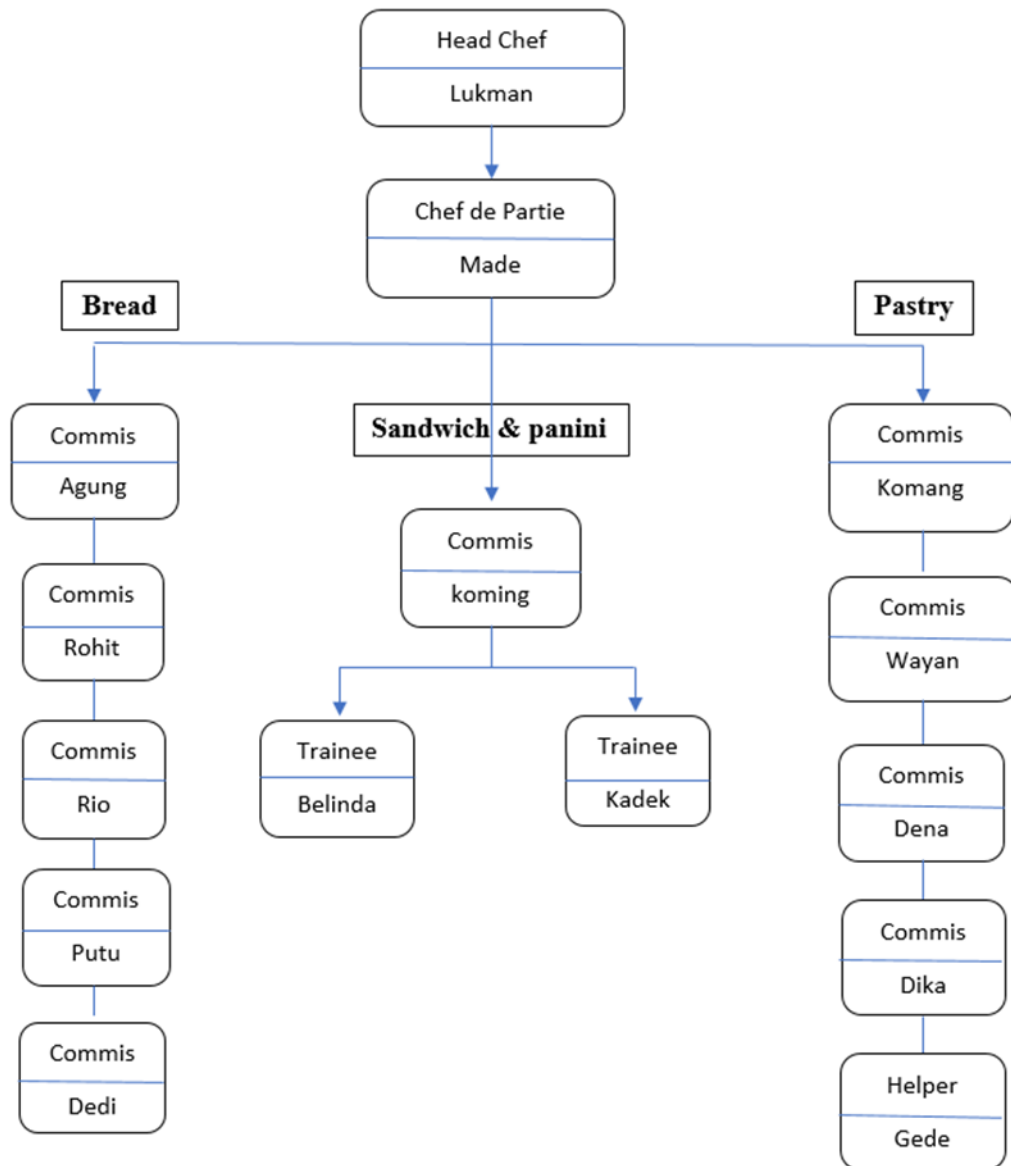


figure 26. Organizational Structure

2.3.2 Main Task

1. Head Chef

- A. Directly responsible with restaurant manager and company's owner.
- B. Creating new recipes and planning menu.
- C. Ensuring the quality of the product.
- D. Responsible for overall Baking kitchen operation and administration.
- E. Make a weekly work schedule.

2. Chef de Partie

- A. Organize the work flow on their division.
- B. Train new and existing kitchen staff on the preparation, arrangement and last touch before display.
- C. Requesting ingredients needed on their division.
- D. Checks and controls the proper storage of product.

3. Commis

- A. Set up work stations with all needed ingredients.
- B. Prepare ingredients to make dough .
- C. Ensure great presentation before dishes are served.
- D. Maintain hygiene and sanitation in the sandwich and panini before served.
- E. Ensure all ingredients and other items are stored properly.
- F. Check quality of ingredients.
- G. Monitor stock and place orders when there are shortages.

4. Helper

- A. Prepare the equipment to be used.
- B. Prepare the ingredients to be mixed.
- C. Clean and store used equipment.
- D. Assist the chef in processing pastry dough.
- E. help the chef while making the pastry.

5. Trainee

- A. Help the chef prepare the ingredients used.
- B. helps when making sandwich and panini.
- C. Help the chef prepare the equipment that will be used.
- D. help make ingredients like dough, sauce, ect.