

CHAPTER II

ESTABLISHMENT BACKGROUND

2.1. History of company

De Forest is one of the most creative restaurant. The restaurant is located in Surabaya. It has been 3 years since the opening, which is on March 2020. De Forest is created to achieve the best thematic restaurant with a instagram able spot photo at the restaurant with a relaxing vibes accompanied with a chirping bird sound and flowing water.



Figure 1. De Forest Entrance



Figure 2. Dining Area



Figure 3. Outdoor Area

2.2 Vision, Mision, And Company Objective

2.2.1 Vision

De Forest want to build a thematic fusion restaurant in Surabaya and want to deliver a unique place to dine with friend and family in a botanical forest vibe, that serve plated fusion food

2.2.2 Mision

To always grow as a whole restaurant business all around Surabaya and to be known by people as a quality restaurant to compete with the others restaurant.

2.2.3 Company Objective

De Forest wants to provide menus for Chinese and Indonesian food at reasonable pricing. Young people may hang out with beverages that come in a range of flavors and presentations that will draw customers. De Forest's key priorities for culinary enthusiasts in the city of Surabaya are convenience and taste.

2.3 Organizational structure and main task

2.3.1 Organizational Structure

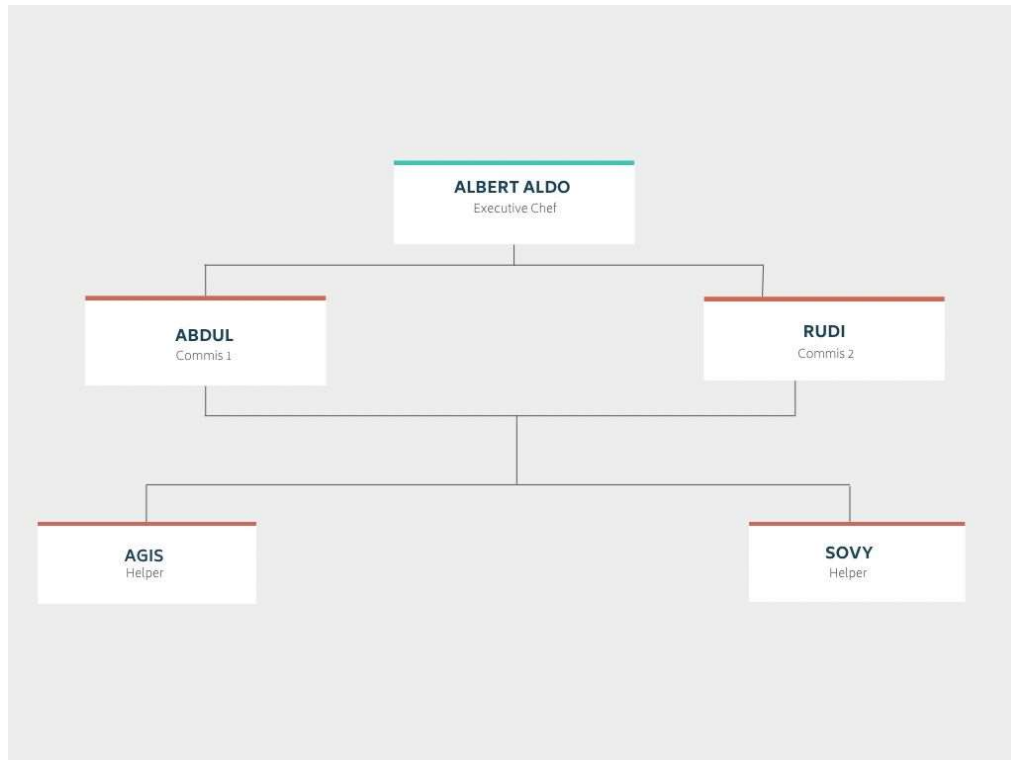


Figure 4. Kitchen Structure