

CHAPTER II

GENERAL DESCRIPTION OF COMPANY

2.1 HISTORY OF COMMON GROUNDS



Picture 1. Common Grounds's Logo

Common Grounds is a coffee shop network spread across Jakarta, Bandung, Palembang, and Surabaya. One thing that all Common Grounds outlets have in common is that they are always in the center of the mall.

Aston Utan, Daryanto Witarsa, and Yoshua Tanu is the first founders of Common Grounds. Starting from when they started building Pandava Coffe. Before three of them met accidentally while studying in America. They began to design a project when they returned to Indonesia and coffe shop was the agreed choice. From these three people, Pandava Coffe was created on December 2012 which was the beginning of Common Grounds.

Initially, Pandava operated with a purist concept, aka without providing food, but costumer can find domestic and foreign coffe at Pandava Coffe. Currently there are two integrated bars, one with an espresso machine from the boutique brand Slayer, and they are listed as the first coffe shop to use the method in Indonesia. One slow bar serves a variety of coffee dishes using filters.

At the time they didn't have an understanding of speciality coffee. Before deciding to use Slayer, Pandava still operated traditional machines from Italy. But on the way they soon speed up by improving the quality of

the coffee, Barista skills. “We have to do better, because we know we can do better” said Aston.

As a business model, Pandava is doing quite well, but one thing that is lacking according to Aston is the food aspect. Not only in Jakarta, but culturally in Asia, food is an equally important dish in a coffee shop. Two years after Pandava were founded, at 2014 they agreed to start something new and that was a beginning of the birth of the Common Grounds.

“Food that goes hand in hand with coffee” that’s the philosophy of the Common Grounds. This concept was also the basis for the discussion of three people at the beginning of the founding Common Grounds. There must be clarity from where the food comes from, so as not to confuse diners making decisions, and western food is finally agreed upon as the main menu.

They also believe that food is the gateway for anyone who wants to enjoy the best coffee in the Common Grounds. Without pretending to imitate a coffee shop in Australia. Common Grounds tries to introduce a “brunch” culture as they also target a large number of frequent foreign guests.

From specialty coffee to fresh food brunches, from all-day dishes to artisan pastries, from signature cocktails to community collaborations, Common Grounds exists to redefine the modern cafe experience. Stronger and expanding wider to be the haven of many perspectives and connect everyone from all backgrounds and interests.

Common Grounds champion perfection as much as the win-or-learn experimentation, and they have a rich history of competitions and collaborations to prove that.

2.2 About Common Grounds Graha Family Surabaya

Lie Luther as Owner and Jimmy Halim as CO-Founder of Common Ground Surabaya succeeded in bringing Common Ground into a viral cafe and restaurant in Surabaya. If we know, this franchisee is always

open at the mall. Before Common Grounds Graha Family Surabaya is open, the first Common Grounds Surabaya is open at Galaxy Mall Surabaya and Pakuwon Mall. But, because of the Covid pandemic Common Grounds at Galaxy Mall and Pakuwon Mall are closed, and then open again at Graha Family. This Common Ground is the first Common Ground open out of the mall.

Common Grounds Surabaya has hangout places in west Surabaya that have views of the golf course, which is certainly a very good sight and provides a cool atmosphere when visiting the place. This place is also very suitable for those of you who are very fond of taking pictures and uploading them on social media or just updating Instagram stories. There are many interesting photo spots in several corners of this cafe.

Not just speciality coffee and all day dishes, Common Grounds also have some interesting dessert, croissant and cookies. In every outlets, Common Grounds hope everything we have on the table carries history. The cup of coffee that tells the premium beans' journey from plant to portafilter, the plate of brunch delicacy made with precision, all the way to the desserts that become the guiltless pleasure of many. Common Grounds is our journey seeking the perfect blend of possibilities and enhanced hospitality.

2.3 Information About Common Grounds

1) Common Grounds Graha Family Surabaya



Picture 2. Common Grounds Surabaya



Picture 3. Maps Common Grounds Surabaya

Grounds Graha Family Surabaya:

1. **Operational Hours** : Monday-Friday: 07.00-21.00
Saturday-Sunday:06.00-21.00
2. **Contact** : 08113298889
3. **Capacity** : 120 table
4. **Instagram** : commongroundsid
5. **Address** : Jl. Raya Golf Graha Famili Bundaran Blok I,
Pradahkalikendal, Kec. Dukuhpakis, Kota SBY, Jawa Timur 60226.
6. **Website** :
<https://www.commongrounds.co.id/content/4-about-us>

2. Tagline, Vision, Mission and Values Common Grounds

1) Tagline of Common Ground

“No Rest For The Wicked”

2) Vision Common Ground

To be the best speciality coffee in town

3) Mission Common Ground

Selling best product and service

4) Values Common Ground

Always provide customers with the best things

3. Detail and Features Common Grounds Graha Family Surabaya

1) Type of Food

Offering various types of all day dishes, Common Ground Surabaya has concept of the food served is Australian Brunch, 70% western and 30% is fusion food types

2) Features Common Ground Surabaya

Common Grounds Graha Family provides three rooms, namely Outdoor, Indoor and VIP room. Common Ground itself has a dominant concept of wooden wall cladding.



Picture 4. Waiting List and Photo Spot Area

Before entering the Common Ground area there is an area that shows the Common Ground logo. This place is usually used for waiting lists and taking pictures



Picture5. Common Grounds's front Area

Entering the Common Ground area, we can immediately see the bar area in front. And a few chairs to wait for an empty table.



Picture 6. VIP Area

The VIP area will be open to the public every weekend. On weekdays people who want to use the VIP room must make a minimum purchase of 1,500,000 rupiah.



Picture 7. Outdoor Area

The outdoor room has two types, namely, using wooden chairs and sofas. In this place every customer can enjoy views of the golf course.



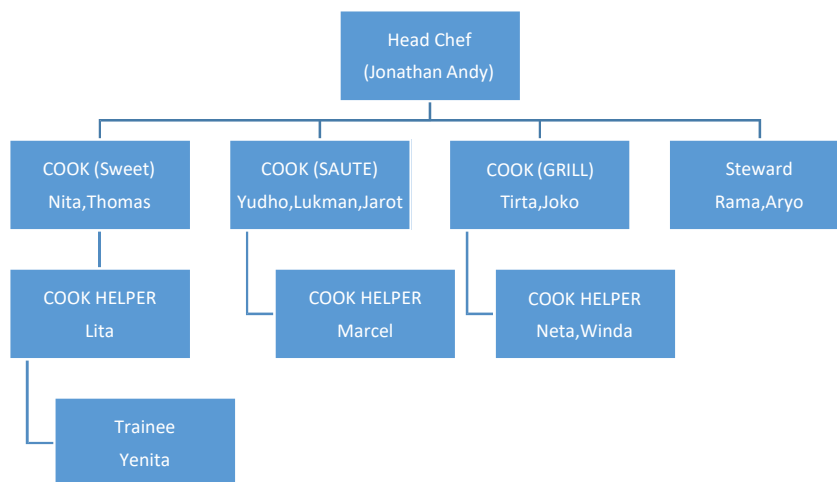
Picture 8. Croissant's Etalase



Picture 9. Cake's Etalase

After the croissants and some cakes are baked, they will be displayed in the prepared display case. Making it easier for buyers to choose the croissants they want

2.4 Kitchen Brigade and Job Description



Picture 10. Common Ground's Kitchen Brigade

Job Description

1) Head Chef

- Controlling and directing the food preparation process and any other relative activities
- Arrange cooking demo and test food if any new menu
- Constructing menus with new or existing culinary creations ensuring the variety and quality of the servings
- Arrange staff schedule
- Arrange for repairs when necessary
- Remedy any problems or defects
- Be fully in charge of hiring, managing and training kitchen staff
- Oversee the work of subordinates

2) Cook (Sweet Devison)

- Making sure other colleagues are working properly
- Responsible for all food that will come out to the customer
- Ensure all vegetables can be served properly
- Setup workstations with all needed ingredients and cooking equipment
- Prepare ingredients to use in cooking (chopping and peeling vegetables, sauce, dressing)
- Ensure great presentation by dressing dishes before they are served
- Keep a sanitized and orderly environment in the kitchen
- Ensure all food and other items are stored properly
- Check the quality of ingredients
- Monitor stock and place orders when there are shortages

3) Cook (Sauttee and Grill Devison)

- Making sure other co-workers are doing well
- Prepare the workplace with all the necessary ingredients and cooking utensils

-Prepare and check ingredients and all basic ingredients for use in cooking

-Check all protein is the best quality

-Cook food in various stir fry and grill

-Check the food while cooking until the seasoning is perfect

-Make sure the dish is delicious according to recipe standards

-Keep the environment clean and orderly in the kitchen

-Make sure all food and other items are stored properly

-Check material quality

-Monitor stock and order when there is a shortage

4) Cook Helper

-Repairing meal ingredients for the cook, which includes washing, peeling, cutting, and slicing ingredients.

-Assisting kitchen staff to unload food supplies from delivery trucks.

-Help to prepare all condiment and ingredient

-Storing ingredients and food items according to food safety standards.

5) Trainee

-Help all the kitchen team

-Engage in daily operating tasks

-Keep all areas clean and sanitized

-Ensure all items and food preparation are up to standard

6) Steward

-Washing customer dishes that have been used

-Wipe the plate and then arrange it on the plate

-Help clean up the work area

2.5 Franchise Outlet

In 2022, Common Grounds has success opened a total of 16 franchises, at:

1. Citywalk Jakarta

2. Menteng

- | | |
|----------------------|-----------------------------|
| 3. FX Sudirman | 11. CG Surabaya |
| 4. PIK Avenue | 12. CG Bandung |
| 5. Mall Of Indonesia | 13. CG Palembang |
| 6. Ashta D8 | 14. CG Museum Macan |
| 7. H&M Senayan City | 15. CG Pondok Indah Plaza 2 |
| 8. Neo Soho | 16. CG Informa Living |
| 9. ST.Ali | World |
| 10. Lokal AEON | |

2.6 Personal Hygiene and Sanitation Section

1) Personal Hygiene

- Nails must be short and clean
- No body odor (using deodorant, fragrant but not over)
- Clutches clean and tidy

2) Personal Grooming Before and after shift

- Using a clean and tidy Chef Jacket and Apron
- For men's hair must be neat, women's hair must be in a ponytail
- Wearing a hat
- Using Mask
- Wash hands before work
- Using Safety Shoes
- Always keep station clean

3) Sanitation SOP

For workplace cleaning, every shift ends each staff must ensure that the place is neat and clean. Every night at closing all items are returned to their proper place, brushing the floor. Common Grounds also conducts General Cleaning once a month at the end of the month. General Cleaning is done to clean the whole place such as the bottom of the stove, cleaning all the chillers etc.

4) Handle and Receiving ingredients

Each item arrives, the recipient must ensure that the item is a good item. Common Grounds has two types of shipments, the first is delivery from the market in the form of fresh ingredients such as vegetables, the second is delivery from the warehouse in the form of dairy goods and dry ingredients.

Receipt of vegetables should be checked in their entirety to ensure that none of the vegetables have wilted and are of good quality. After that the ingredients are washed and then arranged and labeled with names.

For dairy goods and dry ingredients, the recipient also ensures that the goods are good and undamaged and then arranged according to their type. Dairy ingredients are stored in the chiller or freezer. For dry materials, they are stored in the dry store according to first in and out.