

## CHAPTER 2

### ESTABLISHMENT BACKGROUND

#### 2.1 COMPANY'S HISTORY AND VALUES



**Figure 2.1** Mr Suthikiati Chirathivat

Central Hotel which was founded in 1980. Initially, the company operated under the brand name of Central Hotels & Resorts until rebranding as Centara Hotels & Resorts in 2007. The company is a division of Thailand's largest retail conglomerate, Central Group, which is owned by the Chirathivat family. The Company has received a Royal Warrant of Appointment from His Majesty King Bhumibol Adulyadej, the first hotel company in Thailand to receive this honour.

Centara Hotels & Resorts has in recent years pursued an asset-light expansion strategy through acquiring management contracts from other property owners in Thailand and overseas. Currently, Centara Hotels & Resorts has more than 80 hotels in a portfolio both in operation and pipeline in 14 countries: Thailand, Vietnam, Indonesia, Laos, Cambodia, Sri Lanka, Maldives, China, Qatar, Oman, UAE, Turkey, Japan and Myanmar.

## 2.2 ESTABLISHMENT DESCRIPTION

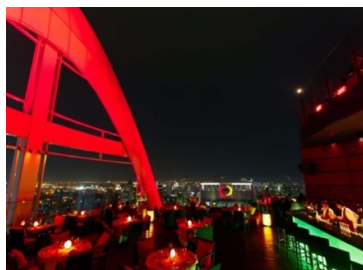
The author's internship program took place at Centara Grand Bangkok. Listed below is a brief description of the hotel:

Establishment	: Centara Grand Bangkok
Address	: 999, 99 Rama I Rd, Pathum Wan, Bangkok
Phone	: 02-100-1234
Website	: <a href="http://www.centarahotelsresorts.com/centaragrand">www.centarahotelsresorts.com/centaragrand</a>

Centara Grand Bangkok at Centralworld was established in 2005 and opened in 2008. Centara Grand at CentralWorld is located in the very heart of Bangkok's shopping and business district. Easily accessible by car and via the BTS SkyTrain, this five-star hotel is the flagship of Centara Hotels & Resorts as it is ideal for those who would like to shop, sightsee or do business. With 55 storeys, the hotel offers spectacular city views from its guestrooms and restaurants, providing a satisfying blend of city living with resort-style facilities. The holistic lifestyle complex on the 26th floor of the hotel houses the award-winning SPA Cenvaree as well with a fitness centre, tennis courts and an outdoor pool with sundeck.

Centara grand Bangkok has 8 room types with a total of 525 rooms. Where some rooms have special access facilities to be able to enjoy the club lounge on the 51st floor. Centara Grand Bangkok has 8 restaurants with different types of food. Here are the restaurants owned by the hotel:

- 1) Red Sky Bar & Restaurant



**Figure 2.2** Red Sky Bar



**Figure 2.3 Red Sky Menu**

Located on the 55th floor, guests can enjoy European food from Chef Christian Ham with a panoramic view of the Bangkok skyline. This restaurant only have 60 outdoor seat and for Open daily: 17.00 – 01.00. daily (last food order at 23:30., snacks 00.30, drinks 00.45)

2) UNO Mas



**Figure 2.4 UNO Mas Restaurant**



**Figure 2.5 UNO Mas Menu**

UNO MAS features fanciful Spanish cuisines and panoramic views of the city skyline on the 54th floor. The name literally means ‘one more’ in Spanish, hinting at how spectacular tapas are never enough at UNO MAS. This restaurant also get Michelin awards on 2021. Also UNO Mas has 120 indoor seat, the opening hours this restaurant Open from 12.00-23.00.

### 3. Ventisi



**Figure 2.6** Ventisi Restaurant



**Figure 2.7** Ventisi Menu

Ventisi is a restaurant that has a combination of two cuisines, namely Thai and Classic Italian. This restaurant has 216 indoor seat, Ventisi restaurant open from 06:30-22.30.

#### 4. Dynasty



**Figure 2.8** Dynasty Restaurant



**Figure 2.9** Dynasty Menu

Dynasty restaurant serves Chinese-Cantonese food led by Cheg Kongaun Sae-Liang. The restaurant serves 100 ala carte Chinese-Cantonese creations. This restaurant has three popular menus namely Shanghai Drunken Chicken, Barbeque Roasted Suckling Pig and Dim Sum made directly by hand. This restaurant has 200 indoor seat and open from 12.00-22.30.

5. CRU Champagne Bar



**Figure 2.10** CRU Champagne Bar



**Figure 2.11** CRU Champagne Bar Menu

The bar specialises in champagne paired with snacks. This bar has an outdoor seating capacity of 80, and is open from 17:00-01:00.

6. Zing



**Figure 2.12** ZING CAFE



**Figure 2.13** Zing Menu

Zing cafe located on the ground floor, Zing serves a wide variety of French pastries, coffees and small Asian snacks. The restaurant has an indoor seating capacity of 43 and an outdoor seating capacity of 16 seats. Zing is open every day from 07:00 to 19:00.

7. Cocoa XO



**Figure 2.14** Cocoa Xo

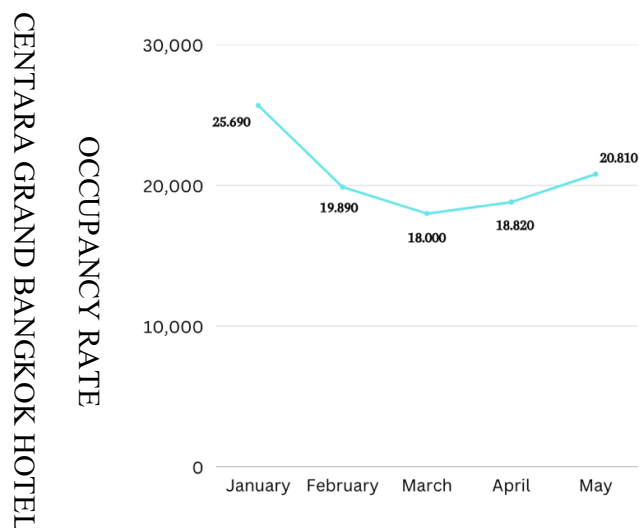


**Figure 2.15** Cocoa Xo Product

Cocoa XO is a bar located between Red Sky Bar and Cru Champagne. Cocoa XO offers premium chocolate, cognac bar and alfresco lounge located on the 57th floor and offers spectacular views and there is a cocoa room accessible via a chocolate cave. This bar have 120 outdoor seat and open from 16:00-01:00.

### 2.3 Occupancy Rate

Centara Grand Bangkok has 505 rooms, of which the hotel has several types of rooms. Centara has several major events from several companies, weddings, product launches and others. Here's the monthly occupancy rate. So, it can be concluded that the average occupancy rate in a period of 5 months is 20,642.



**Figure 2.16** Occupancy Rate

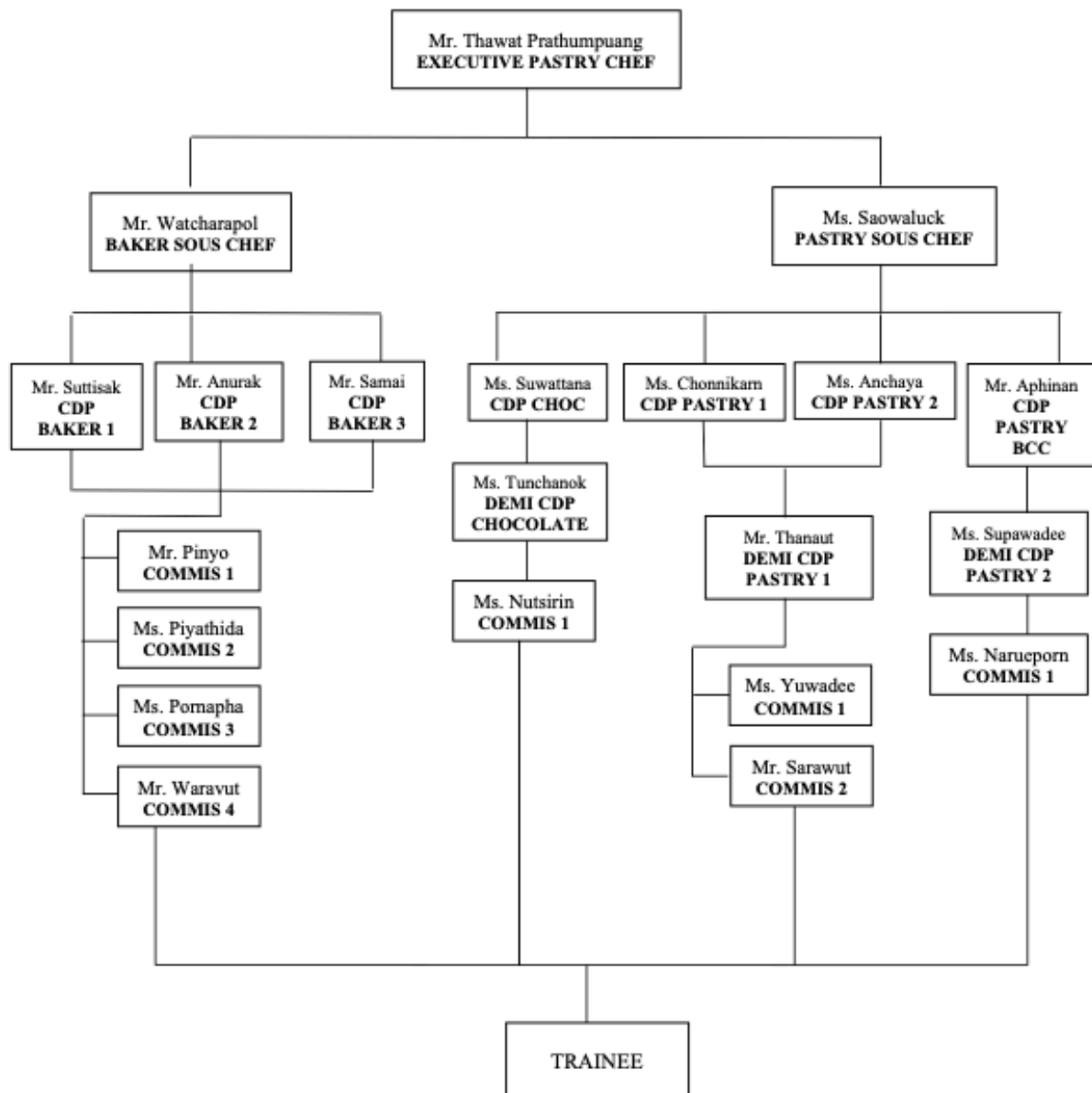
### 2.4 KITCHEN BRIGADE AND JOB DESCRIPTION

The author did an internship in 2 kitchens, namely BCC (Banquet Kitchen) and Pastry Kitchen. Where each kitchen has different members. Here's the hierarchy of the BCC and Pastry kitchen.





## 2.4.2 PASTRY KITCHEN BRIGADE



**Table 2.1** Staff Job Description

	Job Description
Executive Head Chef	<ul style="list-style-type: none"> <li>- Responsible for menu development &amp; innovations</li> <li>- Supervising the kitchen &amp; ensuring quality over QC</li> <li>- In charge of purchasing &amp; costing</li> <li>- Maintaining the kitchen and surrounding areas in conditions that meet the company standards and health code regulations</li> <li>- Training and supervising kitchen staff</li> <li>- Receiving feedbacks &amp; complaints (if any) from the customer</li> </ul>
Chef De Partie (CDP)	<ul style="list-style-type: none"> <li>- Leading each department &amp; team accordingly</li> <li>- Assisting in developing new menus</li> <li>- Assisting in purchasing &amp; monitoring inventory.</li> <li>- Participate in training with chef invited from outside (ex: Singapore, French, Italy)</li> </ul>

<p style="text-align: center;">Demi Chef De Partie</p>	<ul style="list-style-type: none"> <li>- Assist senior chefs where required in recipe and dish development.</li> <li>- SOPs for all dishes are implemented with the aid of a Chef de Partie</li> <li>- Be responsible for the ordering of all fresh produce and dry goods for kitchen use.</li> </ul>
<p style="text-align: center;">Commis</p>	<ul style="list-style-type: none"> <li>- Monitors kitchen equipment and reports issues to superiors</li> <li>- Continually develops culinary knowledge to produce high-quality meals</li> <li>- Measures, mixes, and prepares meal ingredients, sauces, and seasonings</li> <li>- Taking inventory of restaurant supplies and notifying the supervisor of low or depleted supplies.</li> <li>- Discarding all expired and spoiled food items stored in the stock rooms, refrigerators, and freezers.</li> <li>- Performing basic cleaning duties and ensuring that</li> </ul>

	workstations are properly sanitized.
Trainee	<ul style="list-style-type: none"> <li>- Assisting daily work of assigned departments</li> <li>- Receiving direct orders from CDP/demi/commis</li> <li>- Preparing condiments &amp; dish components</li> <li>- Assisting in ingredients processing</li> <li>- Maintaining department's cleanliness</li> <li>- Helping anyone in need of assistance</li> </ul>

## 2.5 HYGIENE AND SANITATION

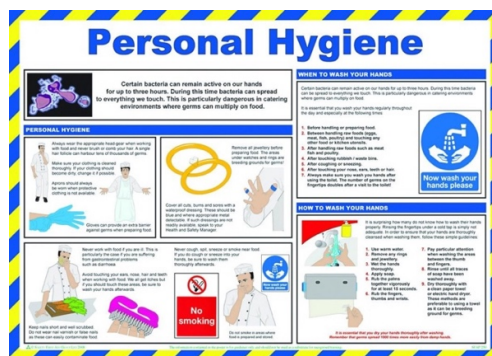


Figure 2.17 Personal Hygiene

### 2.5.1 PERSONAL HYGIENE STANDARDS

In accordance with basic kitchen principles, personal hygiene is something that must be maintained to ensure product quality and help

prevent contamination. One of the most basic and very important ways to do this is to wash your hands thoroughly regularly to prevent cross-contamination. In addition, there are several things that must be considered by kitchen staff that all types of contamination must be stopped including prevention of disease/spread of germs, cleaning spoons under running water, always changing cutting boards after use, smoking in work uniforms, and always maintaining personal appearance in accordance with company standards.

### **2.5.2 PERSONAL GROOMING STANDARDS**

Personal care must certainly be maintained to a standard, so as to prevent contamination and maintain food safety. Hair should be covered with a chef's hat with no strands of hair coming out, uniforms clean and aprons should still be worn properly, jewelry and any kind of makeup cannot be used, nails should be clean and groomed, wear hand gloves if needed for food processing or handling of foodstuffs, especially finished products. The use of kitchen shoes is usually used according to kitchen standards.

### **2.5.3 SANITATION**

Every employee is obliged to maintain hygiene, health and sanitary procedures to ensure the quality of food products. The table that will be used to work must be cleaned and disinfected after use, especially perishable and cracked materials such as dairy products, meat etc. Machine tools should be thoroughly cleaned after use, and including handling such as ovens, mixers, bread slicers, should be cleaned daily. Refrigeration rooms or freezers and dry storage areas should be cleaned monthly.

In addition, sanitation is also needed when receiving goods or raw materials sent through suppliers. Every day there will be various

ingredients that come and need the right procedure for receiving goods to maintain the quality of the food and the quality of the ingredients themselves. All ingredients received by the supplier need to be sorted before being stored in the kitchen. The person in charge of the material receipt procedure is the staff of the goods / raw material receipt section and the quality control team. Once sorted all these ingredients will be distributed to each department. Products such as vegetables, fruits must be checked for freshness of these ingredients.

The needs of meat and poultry will be checked for quality. Red meat such as tenderloin meat, poultry such as duck will be cut and will be vacuum packed and labeled. All raw seafood meat will be processed in the meat room, seafood room. This is to prevent cross-contamination. In addition, products containing milk will be checked for freshness and will be stored directly in the chiller. Finally, all seafood must be checked and immediately frozen.

Finally, waste disposal is divided into two categories: kitchen waste disposal and drainage systems. In the kitchen area Centara Grand has 3 large garbage. Namely the waste is divided according to its type, such as organic, recycle, and general. Organic waste is devoted to foodstuffs, while recycle is recyclable waste such as plastic, tissue and the last is general waste, usually this waste is devoted to general items. All garbage is covered with plastic bags and will be replaced when the garbage is fully filled. All this kitchen waste will be collected in the waste area outside the business premises. In addition to kitchen waste, the drainage system is also considered, the drainage system will be cleaned with chemicals and done manually to prevent clogged and damaged drains in the kitchen.