

CHAPTER II

ESTABLISHMENT BACKGROUND

2.1. History of KONG



Figures 2.1. KONG

KONG opened 1st September in 2021 as part of MIRAH Property Group, bringing international elegance into the bustle of Canggu. KONG promises a touch of European metropolitan class – offering contemporary bistro-chic styled dishes with personable and refined service.

Serving a generous à la carte menu, fine wines and classic cocktails, and a wide selection of bar snacks and delicatessens – the eclectic menu has been carefully put together by Chef Kim Jonsson. The kitchen uses only the freshest produce and ingredients available, sourced with sustainability in mind.

KONG is housed in a new colonial-style building on Jl. Pantai Berawa – complete with wooden shutters and inner archways, evocating Singapore of the 1920s. This motif extends into the lush interiors where wood surfaces complement dark blue walls and brightened by the polish white floors. The dark corners and velvet touches give KONG a cost yet elegant ambience; it is both relaxed and refined, inviting but exclusive. Complete with valet and hostess.

2.2. Vision, Mission, and Company Objectives

2.2.1. Vision of KONG

To become one of the restaurants that is famous for the quality of its menu and service.

2.2.2. Mission of KONG

1. Prioritizing customer convenience.
2. Able to develop the restaurant to be more popular.
3. Able to open many job opportunities.
4. Able to innovate by presenting new menus that are in great demand with the public.

2.2.3. Market and Marketing Activities

1) Business Environment

In Bali, the food and beverage business are very promising considerable opportunity because of the many food cultures. Also, because it is an international and local tourist destination where many local and foreign tourists get good culinary.

2) Market Conditions

There are many business competitors in this field, but we work around this by making the best variety of food and service so that it can attract people to come to our restaurant with the quality that we always maintain.

3) Marketing Plan

With the food and beverages business that already has regular customers, we will improve our quality by making stunning innovations.

4) Concept

KONG promises a touch of European metropolitan class – offering contemporary bistro-chic styled dishes with personable and refined service. Serving a generous la carte menu, fine wines and classic cocktails, and a wide selection of bar snacks and delicatessens – the eclectic menu has been carefully put together by Chef Kim Jonsson. The kitchen uses only the freshest produce and ingredients available, sourced with sustainability in mind. KONG is housed in a new colonial-style building on Jl. Pantai Berawa – complete with wooden shutters and inner archways, evocating Singapore of the 1920s. This motif extends into the lush interiors where wood surfaces complement dark blue walls and brightened by the polish white floors. The dark corners and velvet touches give KONG a cost yet elegant ambience; it is both relaxed and refined, inviting but exclusive. Complete with valet and hostess. The type of food of KONG is European Cuisine.



Figures 2.2. Crispy Pork Belly



Figures 2.3. Piri-Piri Prawn

5) Location



Figures 2.4. KONG Location

Information about location:

1. Address: Jl. Pantai Berawa No.14B, Canggu, Kec. North Kuta, Badung Regency, Bali. 80361.
2. Phone: 085216688869
3. Website: <https://kongbali.com>

6) Opening Hours

Kong Restaurant Bali opens every day and operating hours are 11 AM – 12 PM.

7) Features in KONG



Figures 2.5. KONG Bar

KONG bar which is open from 11 AM until 12 PM with last order at 11.30 PM. The bar is divided into 2 shifts, 11 AM – 5 PM then 5 PM – 12 PM. The bar capacity is 15 people. Every drink purchased at the bar will always be given a free potato chip. The bar is always busy on Thursday, Friday, and Saturday. KONG bar can be found upon entering the restaurant. We can see the open bar, so we can see how the drinks are made.



Figures 2.6. KONG Indoor Dining Area

Housed in a new colonial style building complete with wooden shutters and interior arches. Dark corners and velvet give KONG an elegant feel giving it a relaxed and refined yet exclusive feel. Make eating more relaxed and relaxed, the best plan for a special dinner with family and friends or a romantic dinner for couples. The indoor dining area has a customer capacity for about 50 people.



Figures 2.7. KONG Outdoor Dining Area

KONG also provides outdoor area facilities. The area that is usually chosen for smoking faces the bar, and there is a DJ table, which will play DJ music from 8 PM to 11 PM every day. The outdoor dining area has a customer capacity of about 16 people.



Figures 2.8. KONG Parking Area for Customer

Due to the inadequate area, the car park for KONG’s customers is approximately 300m from the dining area, but there’s no need to worry that KONG itself provides reliable valet facilities to help customers who will park their cars. However, for customers who bring motorbikes, they can be parked directly in front of the KONG area. KONG also provides a parking lot that can fit 20 motorbikes.

8) Average Occupancy Rate

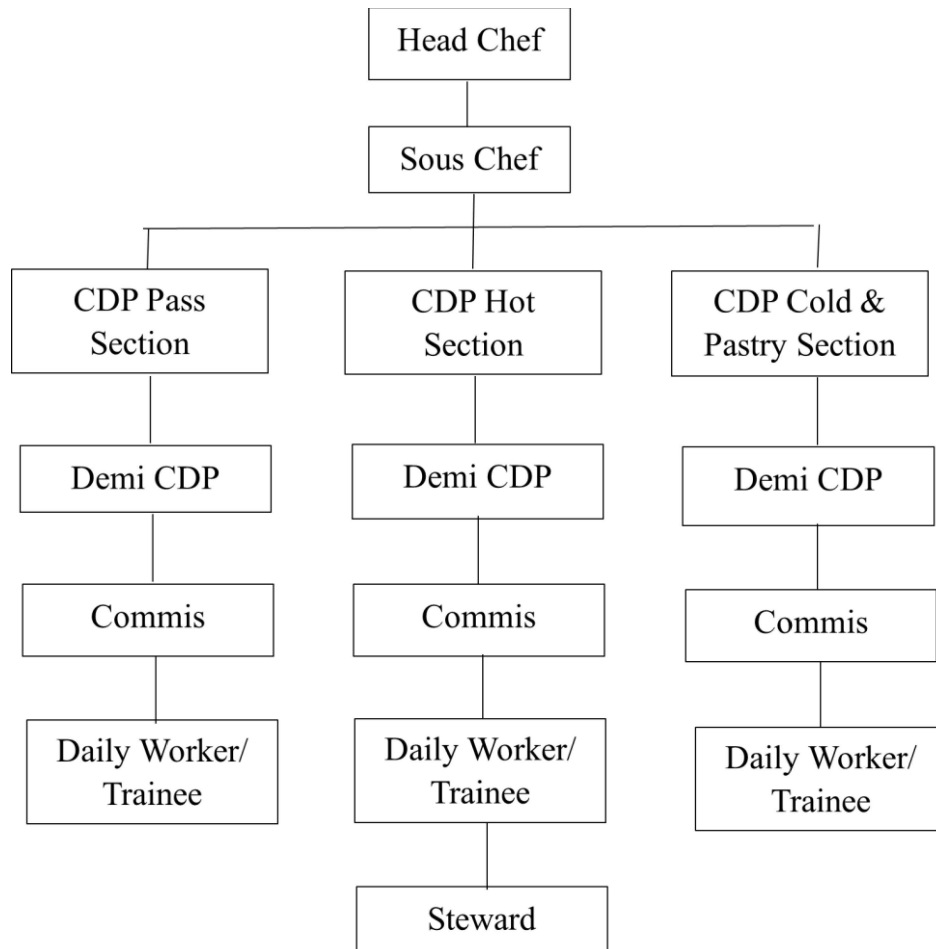
QTY	DESCRIPTION	DATE	TIME	SEAT
*	Desember	Des 2022		1162 pax
*	Januari	2023		2486 pax
*	Februari	2023		1838 pax
/				
*	Maret	2023		1651 pax
*	April	2023		1172 pax
*	Mei	2023		1342 pax
*	Juni	2023		1212 pax

Figures 2. 9. KONG Total Guest

When it's high season and there are lots of events like December to February, KONG is very crowded, reaching an average of more than 75 pax per day. With 80 seats, KONG's average occupancy rate during high season reaches 94%. But when it's high season from March to April, it only reaches an average of 50 pax per day. KONG's average occupancy rate when it's not high season only reaches 71%.

2.3. Organizational Structure and Main Task

2.3.1. Organizational Structure KONG



Figures 2.10. KONG Organizational Structure

2.3.2 Main Tasks KONG

1. Head Chef

- Developing unique and cuisine-appropriate menus.
- Collaborating with the Restaurant Manager to set item prices.
- Staying current on developing trends in the restaurant industry.
- Maintaining the kitchen and surrounding areas in conditions that meet the company standards and health code regulations.
- Controlling and directing the food preparation process and any other relative activities.
- Approving and “polishing” dishes before they reach the customer.

2. Sous Chef

- Supervise all the kitchen staff.
- Checking all the ingredients to make sure it’s fresh.
- Checking the food before coming out from the kitchen.
- Do the purchase and budgeting.

3. Chef de Partie

- Preparing specific food items and meal components at your station.
- Collaborating with the rest of the culinary team to ensure high-quality food and service.
- Keeping your area of the kitchen safe and sanitary.
- Stocktaking and ordering supplies for your station.

4. Commis / Daily Worker

- Do their task every day.
- Check the supplies every morning.
- Make sure that ingredients all available

5. Trainee

- Assist the staff task.
- Make sure to do the mise en place.
- Checking the freshest ingredients.

6. Steward

- Assisting in cleaning and opening or closing tasks.
- Scraping food from dirty dishes, pots, pans, plates, flatware, and glasses, washing dirty dishes, and putting them away.

2.4. Hygiene and Sanitation

Personal hygiene start with cleaning hands before entering the kitchen area. Wash your hands after activities. Use hand gloves whenever in contact with seafood or meat.

For sanitation, after service time, each section is cleaned, namely starting to soap the station, wipe the station, wrap all containers, help the steward dispose of the garbage, sweep, and mop the floor.

2.4.1. Personal Hygiene SOP

The standard of good personal hygiene during operational hours must be maintained by all staff in the industry because the appearance of staff reflects the standards of the house in the eyes of the customer.

Personal hygiene and standard grooming in KONG:

1. Wearing a black hat, uniform, apron, and safety shoes. Also, clean tied hair for women.
2. Nails must be clean and short.
3. Use a face mask if you are not feeling good.

4. Everyone who works in the kitchen area is advised not to wear too much jewelry.
5. Wash your hands before contact with ingredients.
6. If the worker has a wound, the worker must cover the wound.

2.4.2. Sanitation SOP

Before we start our activities, namely preparing, we usually wash our hands and clean the table that we will use. Before making some products, we also usually check some items in the chiller or freezer, just to make sure the stock quantity and check whether the item is still fit for use or not. At closing we will check the amount of stock and clean our station (daily/general cleaning) to make sure everything is maintained, and the chiller or freezer is still working properly.

Daily Cleaning:

1. Before starting work, we do sanitize all the working tables, cutting board, and knife.
2. Check all the ingredients and change all the under liner.
3. Mop and brush the floor if it looks dirty.
4. After the shift ends, clean the station, chiller, freezer, stove, oven.

General Cleaning (Every Monday):

1. Clean the entire kitchen area.
2. Washing and sanitizing all the kitchen utensils.
3. Replace all food containers.
4. Defrost the freezer and chiller and clean the inside.
5. Clean the sink and take out the trash.

Food Handling and Receiving:

1. The staff handles the receipt of goods, and the training takes care of the goods using the FIFO (First Out, First Out).
2. Store the goods in a proper container and underline with a paper towel.
3. Some vegetables are covered in paper towel and wrapped. While the meat is handled immediately when it comes. Cleaned, marinated, and portioned then vacuumed and stored in the freezer.
4. Raw food must be handled using gloves to prevent food contamination.