

CHAPTER II

ESTABLISHMENT BACKGROUND



Figure 2. 1. Jumeirah Al Qasr & Dar Al Masyaf Hotel

2.1 History

Jumeirah Hotels and Resorts is an Emirati state-owned luxury hotel chain. The Jumeirah Group was created in 1997 and became part of the Dubai Holding in 2004, which is Sheikh Mohammed bin Rashid al-Maktoum's personal corporate portfolio. Professional golfer Rory McIlroy was the company's global ambassador from 2007 to 2012.

While the hotel chain operated facilities exclusively in Dubai in the early years, it has also been striving abroad for several years. In Europe, Jumeirah operated only two hotels in London, the Jumeirah Lowndes Hotel and the Jumeirah Carlton Tower. In February 2011, the third project opened in London on Park Lane, the Grosvenor House Suites by Jumeirah Living. The Group's first hotel in Germany opened in August 2011 in Frankfurt am Main as part of the major Palais quartier development project. Madinat Jumeirah Is one of the

Jumeirah properties, in Madinat Jumeirah includes Jumeirah Al Qasr & Dar Al Masyaf , Jumeirah al Naseem , Jumeirah mina a Salam . Jumeirah Al Qasr & Dar Al Masyaf was built in 2004. Jumeirah Al Qasr inspired by the layout of ancient Arabian palaces and the 1001 Arabian nights and for Dar Al Masyaf is the exquisite Arabian summer house.

2.2 Vision, Mission And Company Objectives

2.2.1 Vision

To be recognized globally as one of the world's top five luxury hospitality brand”

2.2.2 Mission

We offer inclusive exclusivity by curating unforgettable experience for everyone who walks through our doors

2.2.3 Company Objectives

Jumeirah define the guest experience through three pillars; sublime gastronomy, surprising designe, Architecture and signature service

2.3 Facilities

2.3.1 Rooms

Jumeirah al qasr & Dar al masyaf has 294 rooms and 29 villas the rooms such us Arabian deluxe, ocean deluxe, Arabian club room, ocean club room, lagoon deluxe , junior Arabian suite , junior ocean suite , one bedroom Arabian suite , one bedroom ocean suite , two bedroom Arabian family room , presidential suite , and three bedroom royal suite . and for the villas Jumeirah dar Al Masyaf has the royal malakiya villa, malakiya two bedroom villa, malakiya three bedroom villa, and gulf summerhouse Arabian deluxe , gulf summerhouse ocean deluxe , Arabian summerhouse Arabian suite , gulf summerhouse Arabian suite , two bedroom gulf family room.

2.3.2 Outlets

1. French Riviera

A French Mediterranean restaurant by chef Kim Joine-Maurin. serves Breakfast semi buffet, lunch and dinner. French riviera open from 07:00 – 11:00 for breakfast and 13:00- 16:00 for lunch and reopen at 18:30 – 10:30 pm for dinner on weekdays, on the weekend French riviera close at 23:00 PM. the capacity for French riviera inside is for 88 pax, outside 114 pax.



Figure 2. 2. French Riviera

2. French riviera Beach

French Mediterranean restaurant by chef Kim Joine-Maurin serves breakfast semi buffet and lunch and dinner. the working hours for French riviera beach are the same as French riviera. capacity for French riviera beach is 66 pax and soon French riviera beach will have lounge with 40+ pax.



Figure 2. 3. French Riviera Beach

3. Pierchic

Italian restaurant by chef Beatrice Segoni serves lunch and dinner. Pierchic open at 13:00 am – 16:00pm for lunch and reopen at 18:30 – 22:00 pm for weekdays. on the weekend open from 18:30 – 2:45pm. the capacity for Pierchic inside 92 pax , outside 58pax

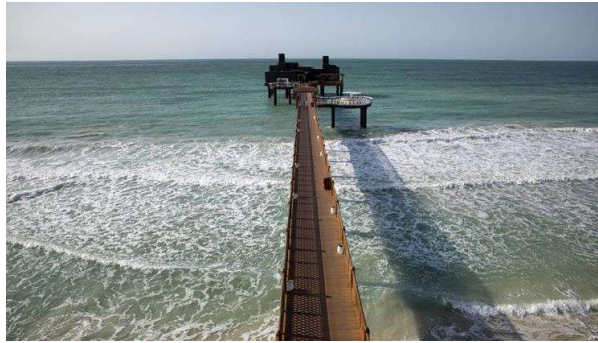


Figure 2. 4. Pierchic

4. Onda

Pierchic on the bridge bar , capacity 20pax Available during afternoons and evenings



Figure 2. 5. Onda by Pierchic

5. The Hide

Deco sryle steakhouse and grill restaurant The hide open from 18:00 – 22:00 pm for weekdays 18:30 – 23:30 pm for weekend, the hide serves only dinner and soon will have brasserie. The capacity for the hide : inside 70 pax and outside 50 pax .



Figure 2. 6. The Hide

6. Bar Buci

Bar buci open from 17:00 pm – 02:00 am , capacity for bar buci inside 55 pax and outside 60 pax .



Figure 2. 7. Bar Buci

7. Al Fayrooz Lounge

Al fayrooz open from 8:30 am – 23:30 pm . al fayrooz serves breakfast , lunch and dinner , as well afternoon tea and shishas. The capacity for al fayrooz lounge inside 60 pax and outside 70 pax .



Figure 2. 8. Al Fayrooz Lounge

8. Palace Lounge : Club Lounge

Palace lounge open from 7 am – 21:00 pm . palace lounge serves breakfast , afternoon tea and sundowner. The capacity for the palace lounge insdie 60 pax and outside 40 pax.



Figure 2. 9. Palace Lounge

9. Al Nafoorah

Al Nafoorah is a Lebanese restaurant by chef Ali Fouad . serves lunch , dinner and , shisha outside. Al Nafoorah open from 01:00 pm – 15 :00 for lunch and reopen at 18:30 pm – 23:00 pm. The capacity for al nafoorah : inside 88 pax and outside 65 pax.



Figure 2. 10. Al Nafoorah

10. Arboretum

Arboretum is a multi-cuisine restaurant that serves European, Asian, seafood, and also grills. arboretum serves breakfast buffet, lunch buffer and brunch on Saturday. the capacity for arboretum: inside 134 pax and outside 194 pax. arboretum open from 07:00 am – 11:30 am, 18:30 – 22:30 pm for Sunday to Friday. 07:00 am – 11:30 am, 13:00 – 16:00 pm, 18:30 – 22:30 pm on Saturday.



Figure 2. 11. Arboretum

11. Pai Thai

Pai Thai is a restaurant specialized in Thai cuisine, pai Thai open from 18:00 pm – 23:00 pm for weekdays, 12:30 – 23:00 pm on the weekend. pai thai serves dinner and lunch (available during

weekend) the capacity for pai thai : inside 42 pax and outside 78 pax.



Figure 2. 12. Pai Thai

2.4 Occupancy Rate

Occupancy rate at Jumeirah Al Qasr & Dar Al Masyaf during the first month of the year ranges at 100% continue until Ramadhan, then it drops at 70% - 80% during summer on June due to the hot weather in Dubai. so, while my internship the average occupancy rate was roughly 80%.

2.5 Kitchen Brigade

1. French Riviera Cold Section

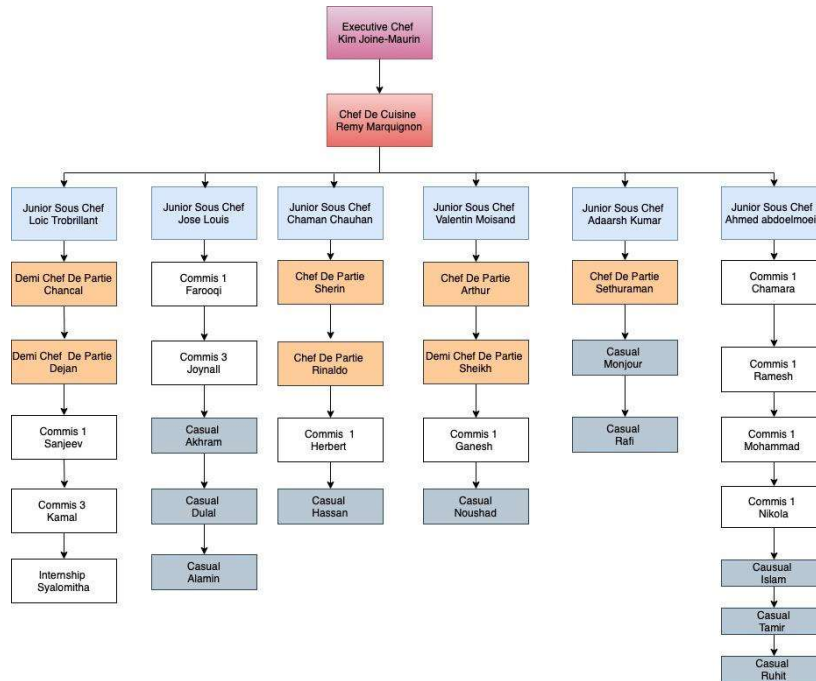


Figure 2. 13. French Riviera Kitchen Brigade

2. French Riviera Entremet Section

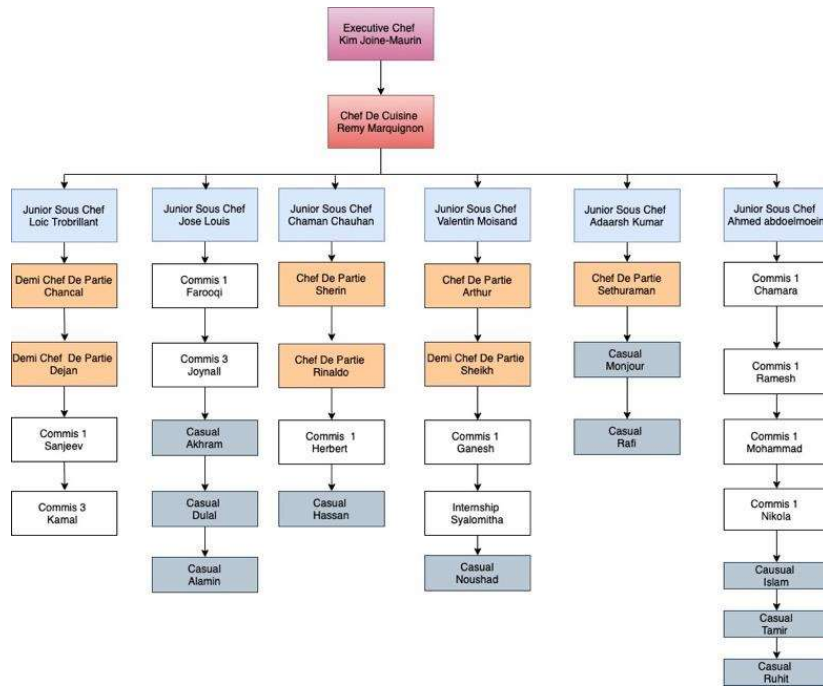


Figure 2. 14. French Riviera Kitchen Brigade Entremet

3. Pastry

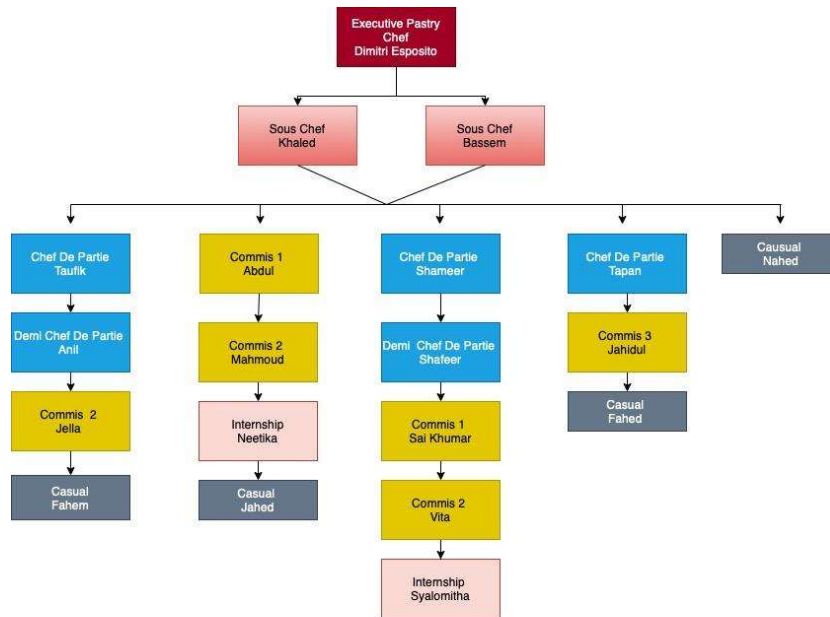


Figure 2. 15. Pastry Kitchen Brigade

2.5.1 Job Description

1. Chef Executif

- Managing costs.
- Sourcing supplies.
- Looking after human resources.
- Recruitment.
- Creating menus.
- Ensuring kitchen health, safety and cleanliness.

2. Executive Sous Chef

- Manage the purchase and storage of food
- Manage kitchen food ingredients
- Provide direction to staff in the kitchen
- Responsible if the executive chef is not present

3. Chef de Cuisine

- Time and people management skills.
- Creativity when creating menus.
- Strong awareness of running a safe kitchen.
- Ability to train new staff.

4. Sous Chef

- Ensure that each station in the kitchen is working correctly and safely.
- Training other chefs how to cook the dishes designed by the head or executive chef.
- Working on the stations when needed.
- Stock control and management and ensuring the kitchen is cleaned in line with schedules.

5. Chef de Partie

- Sauces – a saucier creates the sauces for all the dishes on a menu.
- Entrees – the entremetier prepares the entrees or starters in the kitchen.
- Mains – main courses can be divided further into fish, roast, grill, fry, and vegetable chefs, depending on the size of the kitchen and complexity of the menu.
- Desserts – the pâtissier deals with the baked good and desserts in the kitchen.

6. Commis Chef

- Peeling and chopping vegetables.
- Preparing cuts of meat.
- Filleting and deboning fish.
- Putting away deliveries of stock.
- Cleaning stations and other areas.

7. Casuals

- Preparing meal ingredients for the cook, which includes washing, peeling, cutting, and slicing ingredients.
- Assisting kitchen staff to unload food supplies from delivery trucks.
- Perform clean up and sanitation duties in the food preparation area to ensure adequate health standards at all times
- Maintain work areas and serving areas in a sanitary manner

8. Trainee

- Doing mise en place
- Doing orders
- Helping Chef

2.6 Personal Hygiene & Sanitation

2.6.1 Personal Hygiene SOP

Because Jumeirah is part of an international brand, there are strict restrictions on the personal hygiene of its staff, such as

- Maintain short, clean, and polish-free fingernails.
- Always arrive at work cleanly with uniform and safety shoes.
- No necklaces, bracelets earrings, or piercing are permitted.
- Always wear a hat in food production areas that completely covers hair.
- Change apron if it becomes soiled or stained.
- Always remember to take off the apron before using the restroom.
- Between each task performed and before donning disposable gloves.
- Change disposable gloves as often as hand washing is necessary.
- Wash hands before and after removing gloves.
- Cover bandages on hands with gloves and finger cots as appropriate before handling with food.

2.6.2 Personal Grooming Before, During, and After Shifts

1. Before Shift

- Take a shower/bath daily.
- Brush your teeth.
- Wash your hair frequently.
- Use deodorant.
- Keep fingernails clean and trimmed.

2. During Shift

- Wear a clean uniform every day and only put it on at the workplace.
- Different full aprons should be worn at different prep stations.

- Different disposable gloves to be used when handling raw and cooked food.
- Wear only non-slip, full covered shoes (safety shoes).
- Wear a hair covering.

3. After Shift

- Clean and tidy the station.
- Wash hands.
- Change uniform .

2.6.1 Sanitation SOP

1. How To Clean Work Stations

- Tidy up and put away stray items.
- Clear the table.
- Clean your stove top and wipe down your counters.
- Scrub the sink with a general-purpose cleaner and wipe dry.

2. How To Handle & Receiving Ingredients

- Match the delivery to a purchase order.
- Check products are not damaged.
- Log received items into your inventory.
- Allocate storage space for goods.
- Notify your accounts payable department.

3. Kitchen Waste

- Donate Leftover Food.
- Careful Menu Planning.
- Follow Food Safety Guidelines.