

## **CHAPTER II**

### **ESTABLISHMENT BACKGROUND**

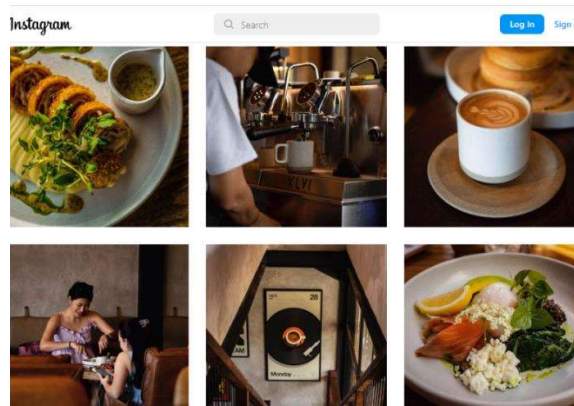
#### **2.1 Description of 7 : AM Bakers**

07:AM Bakers is a company (Limited Liability Company) which is engaged in food processing (Bread and Pastry) which was formed on December 5, 2020. 07 : AM Bakers has its address at Jalan Bumbak Dauh no. 88 kerobokan, north kuta district, badung district. 07 : Am Bakers now has 60 employees. 07 : AM Bakers has a vision To make 07:AM Bakers Club a progressive, inspiring and productive company and mission · Able to compete with many competitors, creating new innovations of various kinds of bread and pastry with French style, Delivering luxury quality at a friendly prices and Create job opportunities. 07 : AM Bakers open every day from 07.00 - 17.00 WITA. And for seating capacity can be for 75 customers. The concept of the building that looks minimalist and industrial is also very fitting with the atmosphere of the place so that not a few visitors come to take pictures at the cafe.

07:AM Bakers Club is engaged in the food sector, namely the manufacture of bread and pastry. We chose the food sector because this business is tailored to the needs and skills we have as well as adequate supporting factors to develop this business. We are food for making a business in the field of making bread and cakes. With various types of cakes and breads to suit your needs. We believe this business will develop well because we have established cooperation with several relationships.

In Badung-Bali, the type of bread and cake business has very promising opportunities, due to the needs of today's society, which often replaces eating rice with bread, and other needs that have begun to be replaced with bread and cakes because they are considered more practical. Also because it is an international tourist destination where many local and foreign tourists are on vacation or are already living permanently. There are a lot of business competitors in this field, but we work around this by making various kinds of product innovations that are able to attract people to buy and the quality of bread

that we always maintain, besides that we come with quality bread that is luxurious, but the price is friendly for various groups of people. With a bakery and cake business that already has regular customers, we will increase our marketing by looking for agents or opening a shop in a city with many branches. to attract customer attention 07 : AM Bakers is very active in promotions and also makes interesting content on Instagram.



**Figure 2. 1** Instagram Content

07:AM Bakers Club is located in Jalan Bumbak Dauh No. 88 Kerobokan , North Kuta District, Badung Regency, Bali. We chose this location because it is our place of residence which we also use as a place of production so that we are able to take advantage of the local residents who are still unemployed to work in our place. In this business activity we use the facilities obtained with our own capital, which are as follows 6 Gas stove ,2 Ovens, 2 Dough Sheeters, 6 Mixers, 2 Proofers, 2 Cool Rooms, 1 freezer and others. Every activity to start a business that will be initiated to measure the ability of the business against the environment or competitors, namely SWOT. Strength (strength) Strengths in this product are Selling products for all circles, One product consists of several kinds of shapes and flavors and Good quality product material. Second Weaknesses The product cannot last long and the product is easy to imitate. Third Opportunity Much needed by society and Adequate facilities. Fourth Threat There are many counterfeit products on the market

## 2.2 Kitchen Hierarchy

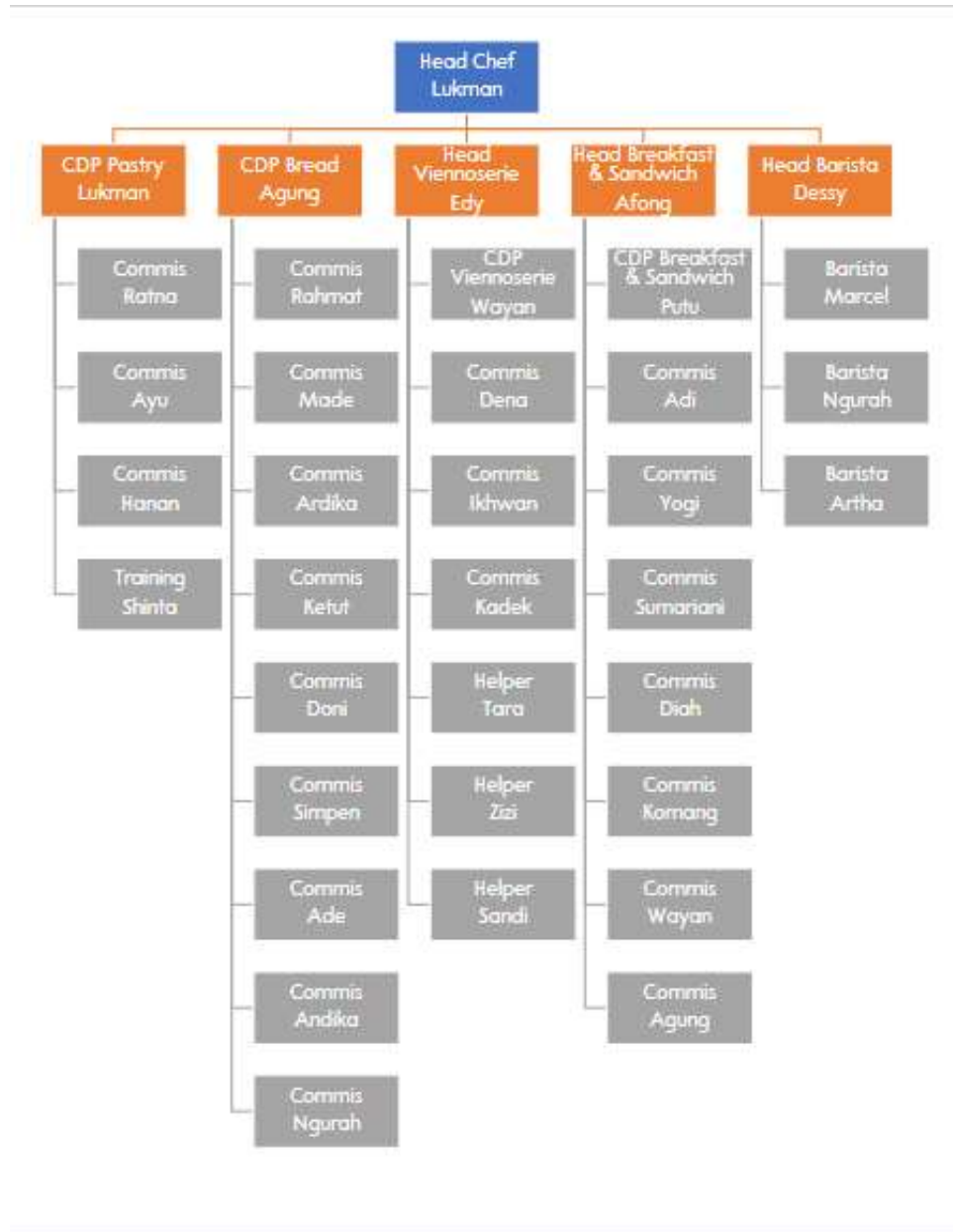


Figure 2. 2 Kitchen Hierarchy

## **2.3 Job Description**

### **2.3.1 Head Chef**

- Monitor sanitation practices to ensure that employees are following standards and regulations.
- Check the quality of products to ensure that standards.
- Estimate the quantity and cost of materials needed.
- Supervise or coordinate the activities of workers involved in the preparation, manufacture and presentation of food.
- Responsible for all kitchen activities.
- Make a weekly work schedule.
- Creating new recipes and planning menu.

### **2.3.2 Chef de Partie and Head :**

- Responsible for kitchen staff
- Responsible for the availability (stock) of raw materials, including being willing to shop at the market
- Conduct daily briefings
- Able to provide training and coordination with Cook / Baking other kitchen staff
- Control the results and consistency of food quality
- Supervise and minimize waste raw materials
- Supervise kitchen activities on a regular basis

### **2.3.3 Commis, Trainee and Barista**

- Help the cdp for all activities on a regular basis
- Set up work stations with all needed ingredients
- Ensure great presentation before dishes are served.
- Maintain hygiene and sanitation
- Ensure all ingredients and other items are stored properly
- Check quality of ingredients
- Monitor stock and place orders when there are shortages.

#### **2.3.4 Helper**

- Help the cdp and commis prepare the ingredients used
- Help the commis prepare the equipment that will be used
- Help make ingredients like dough, sauce, ect.

### **2.4 Hygiene and Sanitation Standard**

#### **2.4.1 Personal Hygiene and Grooming**

Personal hygiene and standard grooming before entering the factory :

- Hair : Hair must be styled so it doesn't cover the face, don't use excessive hair jelly. Do not use excessive hair straightener, hair styling (hair modeling) must be according to the rules.
- Wear apron
- Use safety shoes or sneakers
- Hand : Hands should always be clean and impressively clean. Nails should be cut short and not stained. Nails are neatly cut, even, and nothing is broken.
- Use cap

#### **2.4.2 Sanitation SOP**

In 7 : AM Bakers hold general cleaning every 1 weeks, either in the pastry or in the viennoiserie :

- Clean all table
- Clean the floor
- Cleaning the walls of the pastry area from dirty used in production
- Clean the water ditch
- Brushing the gutters from the rest of the flour and dirt.
- Throw hot water in the gutter.
- Cleaning dough sheeter.
- Clean the inside and outside of the freezer.
- Clean the rubber seal on the freezer door.
- Tidy up the things in the cold room