

2. COMPANY DESCRIPTION

In this chapter the researchers will describe the host company China House. In this chapter you will also know about the vision and mission of restaurant China House. The chapter ends with the job description.

2.1. Restaurant China House History

Restaurant China House is owned by Mr. Ming Ip. It was first built in 1975. The first owner sold it in 1979 to Mr. Ming as the current owner.

Restaurant China House has been moved 3 times, before located at the Ommevoort. The first location was at Lijtweg 24, Oegstgeest. It was located in the neighborhood of the current location. In May 2003 there was renovation through the whole shopping area and it was going to move to the Ommevoort. But the Lange Voort Shopping Centre, where Restaurant China House is located now was not finished. It had to move to Irislaan 2, from 2003 to 2005. In July 2005, it was relocated again to its current location, Ommevoort 2, Oegstgeest.

2.1.1. The Profile of the Restaurant

Restaurant China House is known in Oegstgeest for its authentic Cantonese, Chinese and Indonesian cuisine. It is located on the shopping centre Lange Voort, in Ommevoort 2, 2341 VV, Oegstgeest, The Netherlands. Restaurant China House's location is very strategic in the suburb where it is located. Oegstgeest it is a small suburb of Leiden, located in the center of three big cities: Amsterdam, The Hague, and Leiden.

Restaurant China House opens daily from Tuesday to Sunday. It closes on Monday, except when there is a public holiday. It opens from 4 pm until 10 pm for the restaurant and from 1 pm until 10 pm for the take-away

Restaurant China House covers 108 seats and offers baby chairs for the children. Restaurant China House also provides a parking lot that is available for 120 cars. Restaurant China House offers catering service with complete preparation, from the delivery service until setting up the chafing dish, plates, and

cutleries. Restaurant China House accepts payment with cash, debit bank cards and credit cards.

2.1.2. The Interior

The atmosphere in Restaurant China House is very calm and welcoming. It has a big umbrella made from wood and also wall painting that tells Chinese story. It is supported by a warm lighting and artistic music from China.

2.2. Description of the Restaurant China House

2.2.1. Vision and Mission

Vision

To put the demand and wishes of the core customers on the first place, secondly the internal customers such as employees, thirdly the external customers such as suppliers.

Mission

- Delighting customers each and every time
- Increasing the revenue
- Expanding Restaurant China House's reputation in The Netherland

2.2.2. The Product

Restaurant China House offers Cantonese, Chinese and Indonesian food. Restaurant China House is the best choice for people who want to eat together with their family or relations because Restaurant China House offers food for children to adults person. Restaurant China House also cares with people who are vegetarian. Restaurant China House tries to meet the wishes of their customers as much as possible.

To become one of the best Chinese fine dining restaurants, Restaurant China House has a wide selection of non-alcohol and alcohol drinks. Restaurant China House has changing house wine, interesting wine menu and champagne.

2.2.3. Target Group

Restaurant China House is a family restaurant because people of every of age can enjoy food in Restaurant China House.

Restaurant China House is located in Oegstgeest, a place with high social economy and near three big cities like Amsterdam, The Hague and Leiden. It is possible that the target group consists of middle until high class society.

2.2.4. Average Occupancy

Restaurant China House has average occupancy 60 % from total cover on June to November. And the average occupancy from December to May is 85%.

Daily weekend occupancy in Restaurant China House:

Tuesday : 40%

Wednesday : 40%

Thursday : 50%

Friday : 70%

Saturday, Sunday and public holiday: 100%

2.2.5. Position in Market

In Oegstgeest, there are several competitors like:

1. Beukenhof (French Cuisine)
2. Moerbeij (French Cuisine)
3. Nieuwe Wereld (Chinese Cuisine)
4. Tolhuys (French Cuisine)
5. Bella Madonna (Italian Cuisine)
6. By Raymond (International Cuisine)
7. Foodmaster & Bread n Butter (Fastfood and Lunchroom)
8. Koetjes en kalfjes (Burgundy Cuisine)
9. Peter van den Berg (Fastfood)
10. Nano's Pizza (Pizza's delivery)

Indirect competitors are:

1. Supermarket such as Albert Heijn, C1000, Lidi
2. Butcher (Van Der Zalm)
3. Fish shop (Hugo)

2.3. The Organization Structure

Restaurant China House has three main Departments; Kitchen Department, Service Department, and Bar and Take-away Department.

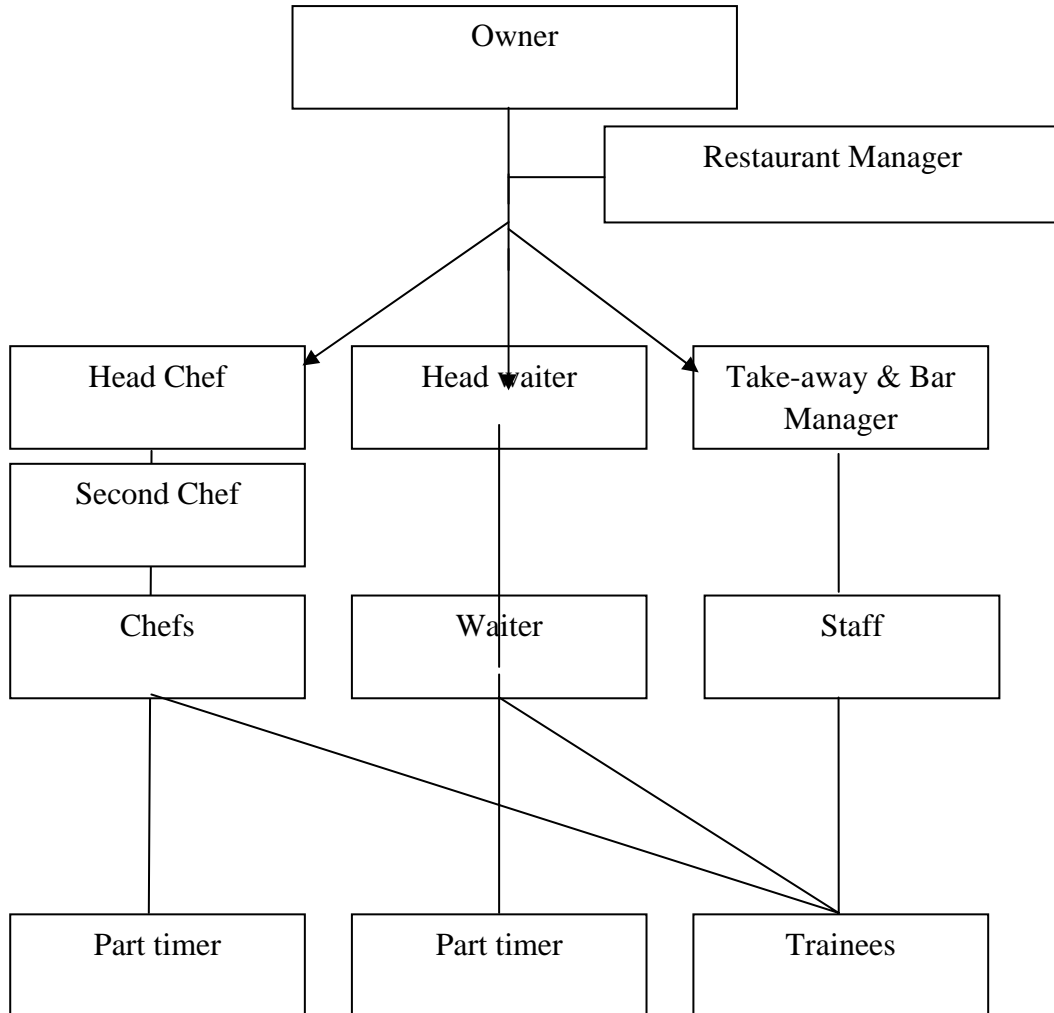


Diagram 2.1. Organization Chart

China House has personnel which consist of 13 people, 5 of them are permanent cooks and 2 part timers. The number of staff in food and beverage service area is 6 people 2 of them are working full time. Two of the full time is trainees who always changes every year. The gender of the staff in China House is not balanced between men and women. There are only two women. The age of the personnel, who work in Restaurant China House is 90% above 30 years and 10% under 25 years. Most of them have education background other than F&B management and only few of them have F&B management.

2.4. Job Description

- Owners/Restaurant Manager
 - ❖ Supervise restaurant and kitchen, and finance.
 - ❖ Wine inventory.
 - ❖ Arrange the waiter's schedule.
- Head Chef
 - ❖ Arrange schedule for kitchen staff.
 - ❖ Supervise the food quality.
 - ❖ Cook the main courses.
- Second Chef
 - ❖ Acting as Head Chef when he's not available.
 - ❖ Make sauces for food.
 - ❖ Do the inventory in kitchen area.
- Chef
 1. Frying Chef
 - ❖ Deep fried food
 2. Nasi Bami Chef
 - ❖ white rice, fried rice or fried noodles for side dishes.
 3. Checker
 - ❖ Call order
 - ❖ Order pick
- Trainee and Part Timer
 - ❖ Washing dish
 - ❖ Help preparing ingredients
- Head Waiter
 - ❖ Responsible for the service area and reports to restaurant manager
 - ❖ Responsible for restaurant cashier
- Waiter
 - ❖ Responsible for the service area
 - ❖ Handle *mise en place* in service area
 - ❖ Handle operational service

- Trainee and Part Timer
 - ❖ Help the *mise en place* in service area
 - ❖ Help all operational service
- Take-away and Bar Manager
 - ❖ Take-away cashier
 - ❖ Make bar staff schedule
 - ❖ Take order for take-away area
 - ❖ Make desserts and drinks according to service orders
- Take-away and Bar Staff
 - ❖ Take the manager duties when she's not available.
 - ❖ Pack the take-away food.
 - ❖ Do the beverages inventory.
- Trainee
 - ❖ Help the take-away and bar staff in running the operational duties.
 - ❖ Serve the drinks according to the service order