

# CHAPTER I

## INTRODUCTION

### 1.1. Company Profile

The property of Anak Depok Indonesian Restaurant is located in Dolderseweg 85, 3734 BD Den Dolder. The restaurant is located in the central of Den Dolder, near the train station which is only two minutes" walking, and one minute walk to the bus station. The restaurant area is near with the drugstore, bank, supermarket, fast food store and beauty salon.

The environment of Den Dolder is considered as a wealthy environment because there are many big houses and wealthy people who live there. Most of the people are old couple. The restaurant building was built around 1920 and has been through many reconstructions. The restaurant capacity is around 70 seats and there is a banquet room which can accommodate about 30 people in sitting down dinner. The opening time everyday is from 17.00 until 24.00 but on Monday and Tuesday the restaurant is closed.

The food served in the restaurant is Indonesian food. The interior design of the restaurant is the European style but the decoration is Indonesian style. It can be seen from the furniture and the atmosphere. The Ornaments on the walls are representing the Indonesian culture from the picture of Indonesian traditional market, traditional food until the "wayang golek" on the wall. The music played in the restaurant is always Indonesian music especially "keroncong". The banquet room is totally Indonesian decoration with European style. The furniture originally comes from Bali Indonesia. The ornaments are very Balinese with European touch (candles, plants, and flowers). Overall, the restaurant is very cozy and inviting.

Anak Depok Indonesian Restaurant is a family owned restaurant; this restaurant is related with Spandershoeve Restaurant, which is also an Indonesian Restaurant in Hilversum. Both of the restaurant owners are mother and son. Since

the type of food served is Indonesian cuisine, the ideal serving method is family service, which is like in Indonesia the food is traditionally served on the table and the guest help themselves to small or big amount from one or several dishes at a time.

There is one difference between the way of placing food on the table with in Indonesia. In Anak Depok Indonesian Restaurant and Spandershoeve use many Rechaults to keep the food warm so the guests can spend hours while enjoying their meal without getting cold, but not in Indonesia because Indonesian people like to eat as quickly as possible and the weather in Indonesia is warm enough. So in this case rechaults are not needed to keep the foods warm. Here in Netherlands, Indonesian cuisine is combined with many kinds of wine. For example Indonesian cuisine is best combined with dry white wine, because Indonesian cuisine uses much Soya sauce.

The name of Anak Depok Indonesian Restaurant was taken from Indonesian words, "Anak" means "child" and "Depok" is a small area near Jakarta, so "Anak Depok" means a child from Depok. This name was chosen because the founder was coming from Depok. It is owned by the family Borenkamp with present owner Guido Borenkamp. The restaurant was built by Guido's mother and the first manager was the younger brother of Guido's mother, G. Brouwer. Basically Anak Depok Indonesian Restaurant is what we call a family business in which the majority ownership or control lies within a single family and in which two or more family members are not at die same time were directly involved in the business. The difference in Anak Depok Indonesian Restaurant is on the restaurant daily life which is run by other people. The manager of the restaurant and the owner only monitor the activity periodically.

Until recently, the restaurant has been run by Pattrick and Sally van Os as the managers. Beginning on April 1<sup>st</sup> 2001 Anak Depok Indonesian Restaurant had a new manager, Richard Teillers. The restaurant has joined Selected Indonesian Restaurant (SIR) for 12 years and has received trainees for 11 years. Since Anak Depok Restaurant is considered as one of the best Indonesian

Restaurant in the Netherlands and almost fine dining, the target market of Anak Depok Indonesian Restaurant are:

- Middle upper class. This is something to do with the location. The guests mostly come from Den Dolder's area that includes Bilthoven, Utrecht and Zeist. Middle upper class here means that people who are able to spend hundreds of Euro for dining out and do it in regular basis.
- Family.
- Businessman.

Eighty percent of Anak Depok Indonesian Restaurant's guests are frequent guests. The guests are classified as frequent guests if they have visited Anak Depok more than 10 times in a short period of time or the guests have dined regularly. Other guests are guests who come to the restaurant once a year, twice a year or without reservation.

The kitchen of Anak Depok Indonesian Restaurant is already very old. For about 17 years everything almost has remained the same and only minor adjustment has been made to accommodate needs such as: bigger room, new equipment, and etc. But basically the layout of the kitchen stays the same until now. The kitchen is divided into several sections, there are:

1. Hot dishes: the hot dishes for the Rijstafel (big and small) and menu.
2. Cold dishes: the cold dishes for the Rijstafel (big and small) and menu.
3. Grilled and fried food: for the appetizer except soup, and for certain items such as fried banana, fried meatball, chicken satay, and so on.
4. Menu or specialty: for a la carte menu.

The kitchen divisions exist based on the menu of Anak Depok Indonesian Restaurant, which consists of appetizer, main course, side dishes and Rijstafel (big: Rijstafel Anak Depok, or small: nasi or bami goreng jawa, or else bami goreng istimewa), also desserts. The most famous menu is Rijstafel type, because the guests can taste various types of food with lower prices. In order to function well, each of the divisions is handled by one person, so the kitchen will need at least five people to be able to function accordingly. But this kind of situation

cannot always happen, because there will be a time where the kitchen has to function well with less than five people. At the moment like that the service staff will help the kitchen staff by making their own dessert.

## 1.2. Background of Research

Every restaurant business must have their own food and beverage inventory system to keep the materials' turn over to operate well in daily operations. Good manufacture of food and beverage inventory system influences a lot to the food quality served by the restaurant and also to the completeness of the menu served for the day.

If the food and beverage offered in the restaurant is always available it will give more profit to the restaurant and also will fulfill guest's satisfaction. That is why a good food and beverage inventory system is very important daily operations of a restaurant. In order to fulfill that, controlling of food and beverage materials inventory should be done regularly and in details.

Besides the reason which has been mentioned above, food and beverage inventory system must always be concerned with certain condition, especially on certain days when the restaurant is very crowded, for example on weekend, so that the food and beverage materials turn over can always run well especially when the restaurant is visited by a lot of guests at that time.

Food and beverage inventory system used by each restaurant is different because it depends on the menu served and its management system. The more variation of the menu served in a restaurant the more complicated the food and beverage inventory system used will be.

For more than twenty years' operation in Anak Depok Indonesian Restaurant, the inventory system is always the same; there have been no legible changes in it. The system has already been determined by the manager from the first opening of the restaurant and even though the inventory system seems to have a few weaknesses in it, until now it has never been renewed. For example, there are some misunderstandings in ordering food and beverage materials.

Sometimes it can be less or over than the amount needed. The inventory system which is used by Anak Depok Indonesian Restaurant is **First-in, First-out (FIFO) rotation**. In this case, the people who are responsible for handling food and beverage inventory turn over must work very carefully to minimize the problems which can arise.

What emerges the writers to analyze this subject of research are to know what kind of food and beverage inventory system used by Anak Depok Indonesian Restaurant, and whether the system has been used effectively in minimizing the problems which arise on their daily operation. The subject who will be analyzed by the writers is: "Analysis on controlling of food and beverage materials consumption". Using this kind of subject, the writers will find information of how big the system influences the purchasing of food and beverage materials.

### **1.3. Research Objectives**

There are two main objectives which motivate the writers to write this dissertation. Those two main objectives are:

1. To study what kind of controlling system of food and beverage materials used by Anak Depok Indonesian Restaurant.
2. To give suggestions related with the controlling system which will be profitable for the restaurant itself.

### **1.4. Research Limitations.**

The scopes of problems which will be discussed by the writers wherever possible are limited, so that it would not be too wide or too narrow. It is also to avoid confusions in the research discussion. In this case, the problem which will be discussed is only limited to the controlling of food and beverage materials consumption in Anak Depok Restaurant. From the research conducted by the writers, wherever possible is to find the problems which might arise in the daily

operation of the restaurant's food and beverage inventory system and finding the solutions of those problems.

#### 1.5. Schedule of Research Activity

20 December 2002	Proposal Accomplishment
26 December 2002 - 04 January- 2003	Collecting Materials for Observation
07 January 2003 - 31 January 2003	Field Observation
01 February 2003 - 15 February 2003	Analyzing and Solving Problems
12 February 2003 - 31 March 2003	Final Analysis
01 April 2003 - 17 May 2003	Accomplishment
17 May 2003	Thesis Submission

#### 1.6. Research Problem and Questions

##### a Research Problem

"How effective is the food and beverage control system used by Anak Depok Indonesian Restaurant in their daily operation in minimizing problems of food and beverage inventory system."

##### b Research Questions

1. What kind of food and beverage inventory system used by Anak Depok Indonesian Restaurant at this moment<sup>9</sup>
2. How many times per week do they control their inventory<sup>9</sup>
3. What kind of problems has ansed related with the Controlling system?
4. How many suppliers do they have in order to fulfill their food and beverage materials?
5. Does the food and beverage inventory system work for now?

6. How does the food and beverage system work for this moment?
7. How effective does the food and beverage inventory system work for now<sup>9</sup>
8. What is inventor<sup>^</sup> and what is the meaning of a good inventory system?

### 1.7. Theoretical Perspective

The writers have used several reference books in analyzing the case, such as Purchasing Cost and Control for Hotel and Catering Operations, and some basic knowledge about food and beverage inventory system from Vincent Mischitelli; which include Food and Beverage inventory system, purchasing and ordering system, receiving, storing and issuing of food and beverage materials. These are explained in the following chapter below.

### 1.8. Discussion Framework

In this research, the writers use a few discussion frameworks, such as:

#### Chapter I: Introduction

In this chapter the writers will discuss about Background of Research, Research Objectives, Research Limitations, Research Problems and Questions.

#### Chapter II: Literature Review

In Chapter II the writers will discuss about definitions of food and beverage inventory, stocks and storage, also purchasing.

#### Chapter III: Methodology of Research

In Chapter III the writers will analyze the controlling of food and beverage materials consumption in Anak Depok Indonesian Restaurant, by doing field observation, direct

**interview with** the person who is responsible for the food and beverage inventory system.

Chapter IV: Analysis and Problems Solving

In this chapter the writers will explain about the problems which arise in the daily uses of food and beverage materials of Anak Depok Indonesian Restaurant also find the solutions of those problems.

Chapter V: Conclusion and Recommendation

In this chapter the writers will make a conclusion from the analysis which has been done and give useful recommendations for Anak Depok Indonesian Restaurant.