

CHAPTER III

GENERAL PICTURE OF RESTAURANT HOTEL

SAVELBERG

I. History

At the beginning of the previous century one could find 40 country houses in the almost two thousand year old village of Voorburg. These country houses had beautifully design gardens, with ponds, tree lined lanes and park with exotic birds. One of these mansions, known as the Vreugd & Rust (the first name, before that became Restaurant Hotel Savelberg) was still a farm in the beginning of 1600 but that changed in 1686 after Mr. Peter van Groenveld, then Mayor of The Hague, bought the property. He had the old house turned down and a new built. In 1710 his widow sold the mansions to Bartholomeus Bosch.

In the period from 1710 till 1784, the Vreugd & Rust property changed hands several times. During this period the house was turned down, rebuilt and extended. In 1784 Mr. Van Test sold the mansions to Mr. Adriaan Caan, lord of Urcem who married Hester van Staphorst, a banker's daughter from Amsterdam, the richest girl of Zuid Holland. Mr Caan paid 50,000 Dutch Guilders for the property and like his predecessors he had plans for expansion, however he did not get the opportunity as he died in 1786. However his widow developed the property as planned.

On the other side of Vreugd & Rust laid a large forest, which was cut down for her vegetable garden and orchard. This garden was completely walled in and these walls still stand today despite of the fact that the gardens were replaced by tennis courts in 1928. In 1795 Hester van Staphorst died in Vreugd & Rust. Her only daughter inherited the mansion including six farms.

In 1797 she married Dr. Petrus Jacobus Groen van Prinsterer, who was the personal physician of King Lodewijk Napoleon and after 1813 of King Willem I. In 1801, his wife gave birth to their son, Mr. Guillaume Groen van Prinsterer. He became the secretary to the cabinet of King Willem I from 1829 till 1836.

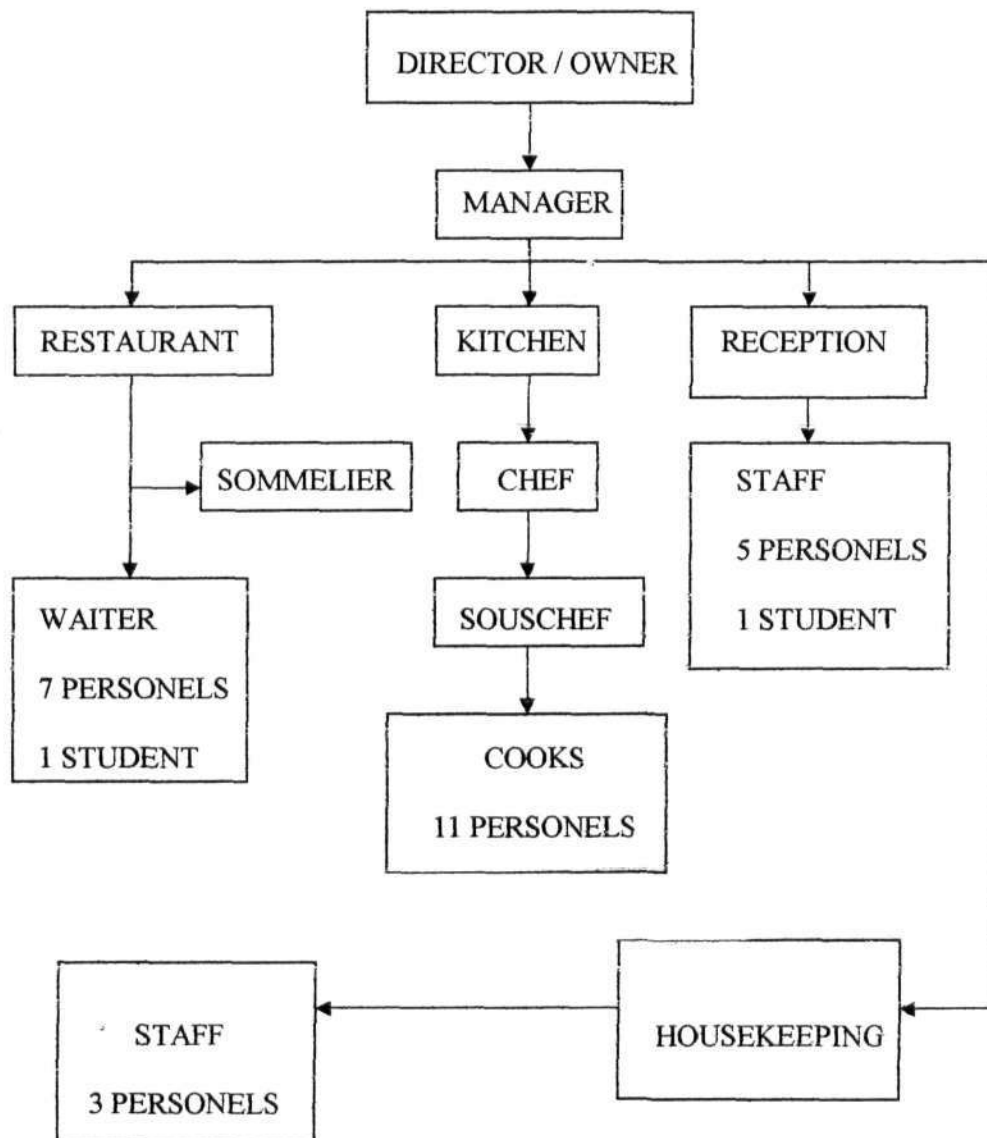
When Dr. Groen van Prinsterer died in 1837, his oldest daughter Cornelia Adriana inherited the property. After she died in 1855 her only daughter Jacqueline Adriana Henriette became the new owner. She was married to Otto van Wassenar van Catwijck, who became the mayor of Voorburg in 1856. As the married stayed childless, Vreugd & Rust went back to the family and was eventually sold to the city of Den Haag in 1916.

Vreugd & Rust became a Restaurant Hotel for the first time in 1920, but because eating in restaurant, at the time, generated little interest among the Dutch, it was closed down in 1927. In that same year the Montessori School moved in and stayed there till 1973 after which the school moved to the new location. Till 1984 the building was a training college for nurses.

After that the historic house, was abandoned until the “Tartuffe Group” bought Vreugd & Rust and return the building to it was original state. Fully restored the building is listed as a monument by the Dutch organization “Monumentenzorg”.
(Restaurant Hotel Savelberg, 2000).

II. Organization Structure

There is a formal organizational chart in Restaurant Savelberg, the organization chart described below is based on observation of the writer and an interview with the director of Restaurant Savelberg.



a. Target Market

As we know that in Voorburg, a very cozy and elegant Restaurant Savelberg is situated in a small and old town. For target Market, Restaurant Savelberg has a target to business people, middle –up class guest, well – known Dutch . When entering this Restaurant the guest will immediately notice the well – cared interior, atmosphere, beautiful decoration and classic painting in every room. With good weather the guest can have dinner in the terrace. The food is nationally and internationally oriented. There is an extensive menu with a la carte menu and menu Savelberg . In composing the wine list much attention has been paid to finding the ideal companions for the cuisine and a sommelier will give his advice to the guests about the wine before the guests are eating.

b. Observation Point During Work Activities

There are points that can be summarized regarding work activities in the industrial placement, Restaurant Savelberg, which are :

1. Exterior and Decoration

Well Europe (French) style Restaurant, nice and warm atmosphere.

2. Welcome The Guest

The manager and all waiters always greet the guests at the front door whenever they enter the restaurant.

- ***Receiving and Placing the guest***

The guest are guided to their seats according to their reservation. If they are walk - in guest, they will be guided to the unreserved table. This only happens when reservation is not fully booked.

- ***Waiting Time for the guest***

Before the guest eats, usually they will waiting in the lounge or terrace for aperitif drinks.

c. The Way of Working

All the waiters including the manager (all team members) welcome the guests at the entrance, helping with their raincoat, jacket, jas, holding the door for the guest, asking the name, taking order for aperitif drinks and give a small starter for the guests. Then the menu and wine card are given. Head waiter will be taking the order. From the order, the waiter can set up cutleries or glasses if needed for the guest, depending on their request and order. In between, the team check for dirty ashtray, pour the wine and water if the guests have it at the table. Clearing up the tables, after they have finished, making sure when starting something to finish it through. For the teams are allowed to do everything or take initiative and must be self-standing, smartly dressed, disciplined, helpful, hard working, following the instruction, and friendly.

d. Service Technique

The guests are served from the right side and women are served first.

e. Service Method

For the service, Restaurant Savelberg has a standard service and the important things, all the waiters or team members must know the guests order and preparation for the cutleries, glasses and everything to support the guests meal. Everyday, sommelier will prepare wine arrangement depending on the menu Savelberg.

f. Sales Techniques

The waiter and team always give the suggestion and offer some menu either food or drink to the guest. For the regular guest, the team will always offer new product; drink, wine and dishes. And in order to increase and gain customer satisfaction and customer loyalty, Restaurant Savelberg uses the Relationship Marketing. The kinds of Relationship Marketing used are ; gift bon – dinner bon for two persons, meal special or drink – aperitif special for the guest, talk to people by mouth to mouth, receive a newspaper company to make news about Restaurant Savelberg, make a social event per year, etc.

g. Payment Procedure

In Restaurant Savelberg, they receive payment by cash, cheque, credit card and debit card.

III. General Information

a. Address

The Restaurant Hotel Address at Oosteinde 14

2271 EH VOORBURG

Telephone : (31) 70 3872081

Fax Number : (31) 70 3877715

E-mail : info@restauranthotelsavelberg.nl

Website : www.restauranthotelsavelberg.nl

b. Location

The Park “Vreugd & Rust”, which means Pleasure and Peace, can be found in the almost twenty century old village of voorburg, just outside The Hague, the residence of the Dutch Queen. A famous restaurant hotel in a beautiful mansion dating from the 17 th century, is located in the splendid surroundings.

c. Accommodation

The hotel has 14 rooms, 4 of which are suites, 1 junior suite and 9 spacious bedrooms. Each room has its own style and is furnished with luxury comfort such as cable television, telephone with direct line, trousers press, hair dryer etc. All rooms have a view of the beautiful park and have a standard price per night including breakfast.

d. Banquet and Conference Room

The restaurant hotel has various banquet and conference rooms that are suitable for dinner parties, meeting and conference. The staff will be happy to inform guests about the various possibilities.

e. Cuisine

Vreugd & Rust is known for its prestigious kitchen and splendid wine list. The wine list has around 675 kinds of wine. The extensive menu offers a wide variety of a la carte dishes and in addition several set menus. The kitchen is both nationally and internationally acclaimed, and always serves seasonal specialities. The restaurant is open for lunch and dinner from Tuesday to Friday and on Saturday for dinner exclusive. They can also offer to guest various gastronomic arrangements, both for private and official occasions.

1. Menu Planning

The first objective, when planning menu, the manager is looking forward from most dishes that guest always order. In Restaurant Savelberg, they have two kinds of menus. First, Menu Savelberg; Chef makes and sets a planning menu everyday, voorgerecht , tussengerecht, hoofdgerecht, nagerecht. Second, a la carte menu, that is a menu depending on the guests and the kinds of dishes they want from the menu card.

2. Setting The Rooms

In Restaurant Savelberg, the lunch and dinner are always set in the dining room. Sometimes, if the restaurant has a lot functions or a “Full House”, they will be setting in other rooms. They have three kinds of rooms, Marianne, Groen van Prinsterer and Willem I. Indeed, setting elegant rooms can make a luxury impression. Because restaurant Savelberg has different kind of rooms, for dinners around 100 persons can be accomodated.

3. Equipment and Supplies

Equipment and supplies are difficult and need more time to inventories. In this restaurant, all the stuffs, especially for breakfast, lunch and dinner are put in two storage rooms; silverware, during the event are put in the silverware rack in every event places and chinaware from back area and glassware from infront area, they called that “Wijnstraat”.

4. Menu Card

When the guests have a request about their food, Restaurant Savelberg can arrange the menu cards with a personal rate and personal note.

5. The Lounge

It is possible to arrange an exclusive, warm welcome for guest and colleagues in the lounge. Restaurant Savelberg offers the aperitif drink and serve a small starter for guest while they are waiting the time for eating.

6. Parking Area

Restaurant Hotel Savelberg has a private parking area for around 30 till 50 cars.

7. Business Facilities

Restaurant Hotel Savelberg has the following facilities and services available for meeting and conferences; like :

- photocopier
- fax machine
- telephone with direct line
- secretarial service
- various services from front office, etc

8. Conferences Service

During meeting, conference and seminars, restaurant hotel Savelberg will arrange flipovers, stationary and cool mineral water without any extra charges.

9. Audio – Visual Equipment

For this case, upon the guest request, restaurant hotel Savelberg can send to the guest a list of audio – visual equipment at hand and possible assistance for presentation can be arranged by their external supplier.

10. Floral Decoration

Restaurant hotel Savelberg arranges floral decorations for luncheons, meetings and dinners. When the guest requests in restaurant hotel, Savelberg will be delighted to order bouquets from the restaurant hotel's florist.

11. Piano Hire and Entertainment

They are renting and tuning a piano and restaurant hotel will be happy to provide a musical background for the guest.

12. Other Services

Restaurant hotel Savelberg can provide the guest with the following services :

- Guest books and wedding cake
- theatre reservations
- podium and dance floor
- photographer service
- limousine and car rental service
- meeting arrangement
- catering
- terrace

Restaurant Savelberg has terrace facilities that has a view of the beautiful park and the little river. In summer time, for lunch and dinner, meeting, party, etc, they can serve the guest at the terrace depending on the guest request.