

Chapter 3

SPANDERSHOEVE

A. History of The Host Company

Spandershoeve is located in a calm residential area in Hilversum, as people known as the center of Netherland broadcasting. In the year of 1972, Family Boerenkamp bought over the cafe (snack bar) in a beautiful surrounding of *Spanderswoud* where horse riding is common in this place. Because of the hectic activities preparing and organizing the work place, Mr. Boerenkamp forgot to change the name "Spandershoeve" to an Indonesian name for they are opening an Indonesian restaurant.

The story of Spandershoeve began with only small kinds of snack like '*pangsit and sate*'. Until one day, one of the regular guest asking Mrs. Boerenkamp if she could prepare Nasi Ramas for him and his colleagues. A week later, another regular guest asking if Mrs. Boerenkamp could prepare a *Rijsttafel* (rice-table) for 8 persons. That was the big step for Spandershoeve as it is now famous as Indonesian restaurant in The Netherlands.

In 1982, bad news come to Spandershoeve, Mr. Boerenkamp passed away. Then Guido as the only son of the family, takes the over the steer of Spandershoeve. In the same year, 1982, Richard Leow joining the team of Spandershoeve crew as the Executive Manager. Together with his mother and all the crews, Guido manage to drive Spandershoeve to be what it is now.

Years passing through, some guests want to take the experience of dining in Asian atmosphere into their house when they have special event to celebrate. Answering the challenging, Spandershoeve began to give catering service. It was a hit, since that *Rantangan* was born. That day, Richard Teillers was the man who was in charge of the catering service Rantangan.

As Indonesian food became more and more acceptable among Dutch people, Spandershoeve begin to expand it self. A new branch was built, *Anak Depok*. Anak Depok was established in Den Dolder, not far from Hilversum, 20 minute by car driving. At this moment Richard Teiller as the manager manages Anak Depok.

As Spandershoeve continuous to grow, Guido Boerenkamp decided to join SIR (Selected Indonesian Restaurant) in the year 1990. SIR is an organization of Indonesian restaurants that were establish in Netherland. But they do have one member outside Netherland, Padi located in Bali, Indonesia, where the SIR group has its roots. Padi is part of The Ritz Carlton, one of "The Leading Hotels of the World" which in the year 2000 voted by both "Conde Nast Traveler" and "Travel and Leisure" magazines as one of the 25 best hotels in the world.

Joining the SIR makes Spandershoeve name more known by people in The Netherlands. Because all this year Spandershoeve only make advertisement in certain magazines, such as: Holland Herald and KLM magazines. Advertisement using 'mouth to mouth' is proof to be very effective and efficiency for Spandershoeve.

Together with the growth of *Information Technology* became more advanced, as Internet takes more and more of people attention so Spandershoeve begin to make

Internet advertisement. You could find Spandershoeve web nowadays on 'www.spandershoeve.nl'.

In 1998, Spandershoeve was awarded a Michelin Star; a high award that is usually goes to French restaurant. With this, Spandershoeve became the first and only one (at this moment) Indonesian restaurant (world wide) get Michelin Star, Spandershoeve receive one star. The Michelin Star award was given every year. And Spandershoeve has successfully maintained the star since 1998 until now, year 2002.

B. Guest of Spandershoeve

As we all know, Hilversum is the center of broadcasting in The Netherlands. Mainly customer will comes from that group of people; lunch and dinner will be attended by TV presenters, producers, and actress. As lunchtime is short in the Netherland, these guest want to have privacy and efficiency combined with friendliness. There are about 80 - 100 guests come to Spandershoeve restaurant everyday. Each guest can spend approximately 100 euro.

C. Picture of Spandershoeve

Spandershoeve is situated in a quiet residential area. When entering this restaurant the guest will immediately notice the well cared for interior: wooden floorboards and beautiful wall decorations. 'Wayang Golek' (an traditional Indonesian puppet) and 'Patung Rama dan Shinta' (an traditional statue take from the figure of Indonesian traditional stories 'wayang') makes the room to have more Asian cuisine atmosphere. There is a small nice wooden bar in the corner of

restaurant. With good weather the guest could have diner experience on the terrace, enclosed with many plants and flowers.

There is an extensive menu with a la carte dishes, a rice table (*rijsttafel*) and a surprising "menu of the month". Many dishes may be called innovative for the Indonesian cuisine. In composing the wine list much attention has been paid to finding the ideal companions for the spicy eastern cuisine.

The Spandershoeve restaurant is open for seven days a week. It is open from 11.30 p.m. until 12.00 a.m. from Monday until Saturday, and 1.30 a.m. until 12.00 a.m. on Sunday, but in winter season on Saturday and Sunday open from 3.30 a.m. until 12.00 a.m. On Christmas and New Year Holiday the restaurant close from 24th of December until 2nd January.

D. Organization Chart

As it is known that Spandershoeve is an Indonesian restaurant so nothing to surprise if the crew mostly are from Asia background, mostly Indonesian people. Well beside that there are some Spandershoeve crew that comes from Europe people, like Dutch and England.

D.1. Restaurant (Service) area

- a. Mrs. Boerenkamp (Indonesia, the owner, more likely to be call Tante Nita)
- b. Guido Boerenkamp (Indonesia-Dutch, son and Managing Director)
- c. Richard Leow (Singapore, since 1982, as an Executive Manager)

- d. Margreet Schouren (Indonesia-Dutch, since 1975 assistant I Richard Leow)
- e. Martin van der Laan (Indonesia, since 1998, assistant II Richard Leow)
- f. Susi Loosman (Dutch, since 1981, as a Waitress)
- g. Jackie Isted (England, since 1985, as a Bartender/Waitress)
- h. Tri Sanjoto (Indonesia, since 1991, as a Food Server)
- i. Pascaline Kim (Indonesia, since 2000, as Waitress)
- j. Ronald Ribbens (Dutch, since 1985, as a part timer Food Server)
- k. Anna Karin {Dutch, since 2001, as a part timer Bartender)
- l. Koen (Dutch, since 2002, as a part timer Bartender)
- m. Richard Teillers (Dutch, 2001, as a Manager of catering Rantangan, and an Executive Manager in Anak Depok)
- n. Olivia Subroto (Indonesia, August 2001 - July 2002, as a trainee)
- o. Priscilla Tjongari (Indonesia, August 2001 - July 2002, as a trainee)

D.2. Kitchen (Food Production) area

In food production area is under Mrs. Boerenkamp leadership.

- a. Agus Hermawan (Indonesia, since 1997, as a Chef)
- b. Evert Hoekstra (Dutch, since 1987, as a Sous Chef and Traffic Controller)
- c. Jordie James (Indonesia, since 1989, as a Cook, a Supplied Purchaser)
- d. Andre (Dutch, since 2001, as a Cook and Organizer)
- e. Tan Tji (Indonesia, since 1998, as a Cook)
- f. Edi (Indonesia, since 2001, as a Cook)
- g. Tante Ida (Indonesia, since 1997, as a part timer Traffic Controller)

- h. Tante Tin Tin (Indonesia, since 2002, as a part timer for Snack Helper)
- i. Erwin (Dutch, since 1994, as a part timer Dishwasher)
- j. Mohammad (Morocco, since 1996, as a part timer Dishwasher)
- k. Agus Bagiyono (Indonesia, August 2001 - July 2002, as a trainee)
- l. Erwin S.M. (Indonesia, August 2001 - July 2002, as a trainee)

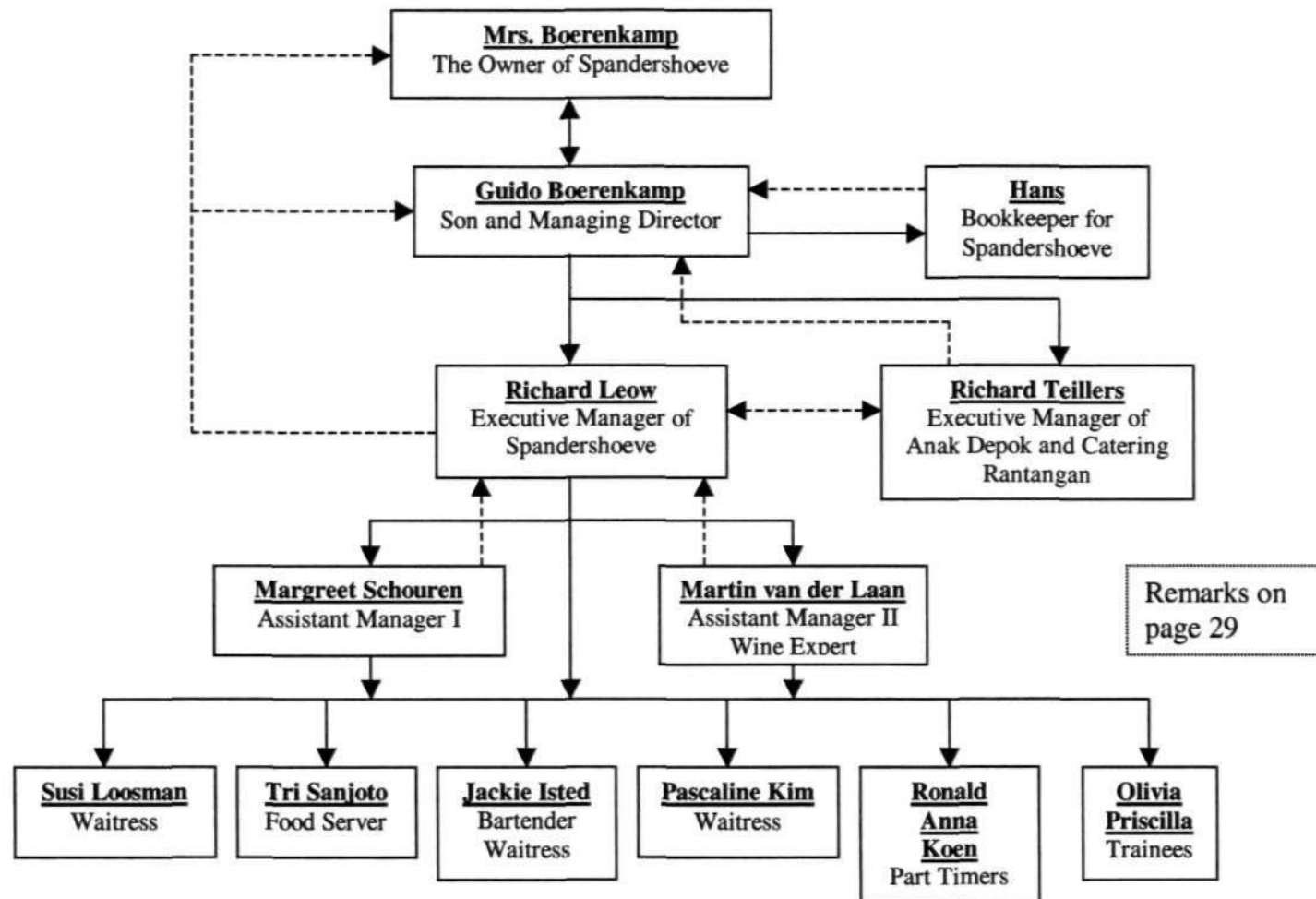


Figure 3.1 Organization Chart of Restaurant

Source: inside company

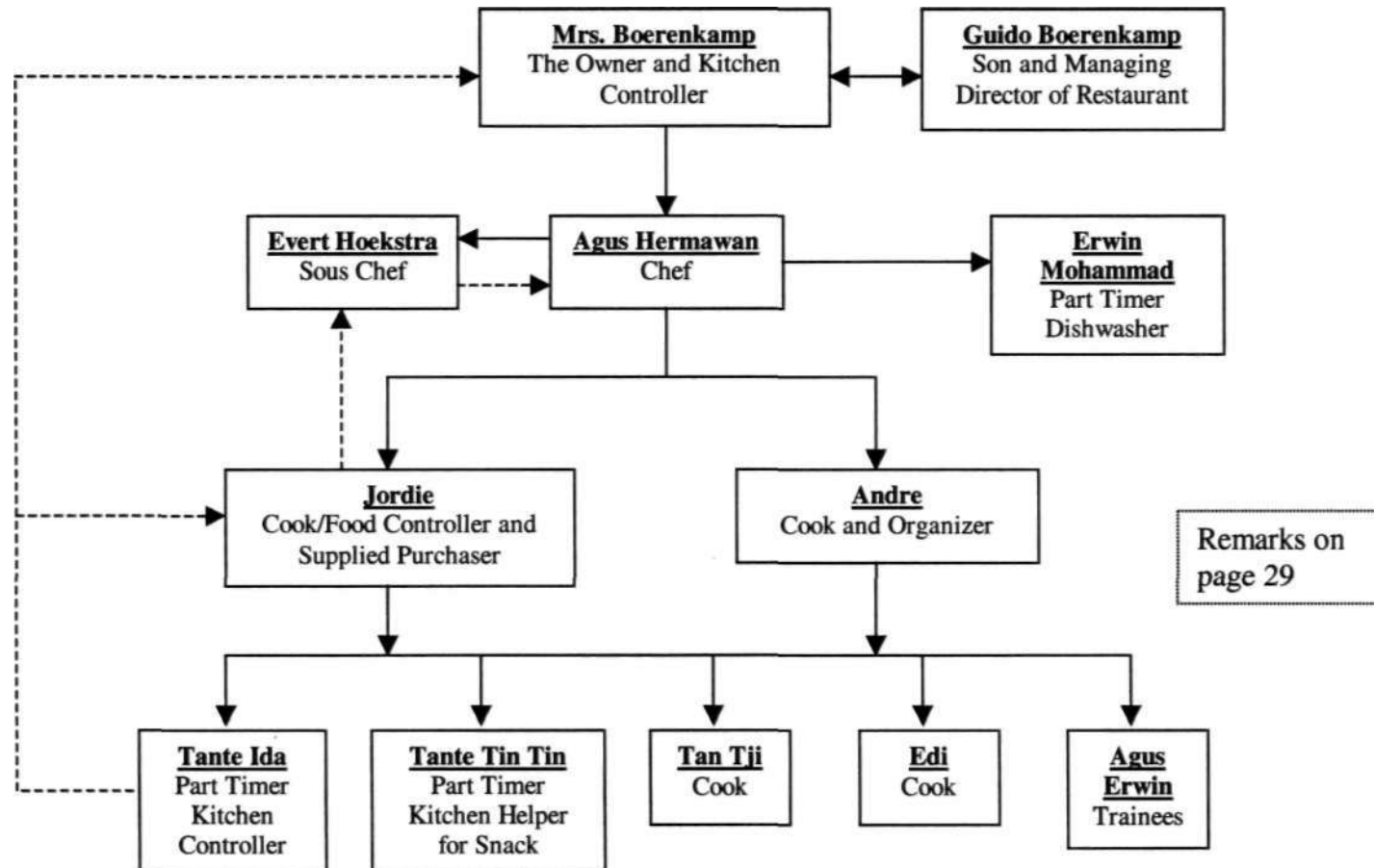





Figure 3.2 Organization Chart of Kitchen

Source: inside company

Remarks:

-  : Mutual relationships. This line shows that between the 2 personnel, none is higher than the other. Decision made and approved by the 2 personnel.
-  : Line relationships. One is higher position than the other (vertical relation). Decision-making is only based on higher position, it will not need lower level agreement.
-  : Staff relationships. Advising line, which means, the source has right to advising or assisting the higher level. Decision-making is going to be consulted whenever it is needed lower level opinion.