

A COMPANY PROFILE FOR IBIS SURABAYA CITY CENTER HOTEL

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Abstract

Company profile is a description of the company history, resources, structure, performance, and reputation. Therefore, company profile is very important for the hotel and it also plays an important role for business communication because it provides the useful information of the hotel that can help the employees to get the product knowledge about the hotel. Also, it will help the customers when they want to stay in the hotel. As we know, ibis Surabaya City Center Hotel did not have the written company profile that can be very useful for the hotel. Therefore, ibis has to make the company profile for the hotel. By having the company profile, the hotel can attract new customers because many people will see the profile of the hotel. Moreover, this company profile will make an impact on the sales of the hotel because it is related with the promotion of the hotel.

Keywords: Company Profile, Marketing Communication, Hospitality

I did my internship for 128 hours from March 6th to May 2nd 2014 at ibis Surabaya City Center Hotel (ISCCH), Surabaya. ISCCH is a hotel which was established in 2013. Considering that it is still a new hotel in Surabaya, ISCCH should maintain its customers and attract more new customers to the hotel because there are so many new hotels in Surabaya. As we know, ISCCH did not have any written company profile that can be very useful for the hotel. A Company profile is a description of the company history, resources, structure, performance, and reputation. Therefore, a company profile is very important for the hotel and it also plays an important role for business communication because it provides the useful information of the hotel that can help the employees to get the product knowledge about the hotel. Also, it will help the customers when they want to stay in the hotel.

It clearly becomes a problem if a hotel does not have a written company profile that can help the employees and customers. It will make new employees or interns in the hotel become confused when they have to explain to the customers. Then, it can make the impact on the sales of the hotel. Next, it can also make ISCCH image become bad to the customers because actually the company profile can also gain the trust from the customers. The customers will think that ISCCH hotel is not trustable enough because there are no evidence to describe the vision and mission of the hotel. Through that company profile, ISCCH can also provide the information why the customers should choose this hotel when they want to stay in Surabaya. ISCCH realized that a company profile is really important for the company. Therefore, they asked me as an intern there to make a company profile for the company.

This company profile will be the best solution to this problem because it is not enough just to have a website for a hotel. The company profile can attract new customers to the hotel because many people will see the profile of the hotel. Moreover, this company profile will give an impact on the sales of the hotel because it is related with the promotion of the hotel.

Through this Business Communication Final Project (BCFP), there will be two things that I get. First of all, it can give me many work experiences. I can get the experience of doing a real project for one company before I enter the workplace in the future. I will have more knowledge about everything related to my project because when doing this BCFP, I have to know the product, the features, the purposes, and also the theory of the product to make my project successful. Second, through this BCFP, I can get some communication skills. I get a lot of skills in business communication. For instance, for making this project, I have to negotiate with the manager of the

company where I will do the project. Those things can give me a lot of lessons to be a professional person when I enter the real work life in the future.

Then, there will be three benefits for ISCCCH through this company profile. First of all, it can attract more customers to the hotel. Many people can see the company profile, so it can market ISCCCH through the explanation of all the useful information of the hotel. The company profile will provide useful but concise and easy-to-understand information about the company so that the customers will not feel bored when they read the company profile and they become interested to stay at the hotel. Secondly, the company profile can be the media for the hotel to tell the customers about the uniqueness of ISCCCH. Therefore, this company profile is not only filled with the description of the products and services, but also some personality of the hotel's culture. Thirdly, the company profile can also be the media to help the new employees in the hotel to understand completely about the hotel. The company profile will be a guide for them to get the product knowledge about the hotel.

For making and completing the product, I used some sources from books and online articles. According to businessdictionary.com, company profile is a concise description which, among other items of information, includes (1) firm's history, (2) number and quality of its human, financial, and physical resources (3) organizational and management structure, (4) past, current and anticipated performance, and (5) its reputation, and the standing of its good or services.

According to www.wordnerds.com.au, company profile contains some features, for instance, such as:

- Mission statement
Summarizing the company's purpose.
- General overview of what the business does
This can include a brief explanation of the types of products and or services that offered. It is not necessary to go into detail, as this can be covered in product or service brochures.
- Company history
Established business often has famous stories behind them about past successes and the challenges they have overcome. New business might be able to highlight the experience of the founders and what led them to begin the business.
- Successes and milestone
This can include short case studies explaining how a company has helped its customers and an overview of important accomplishments.
- Awards and certifications
Include any awards or industry certifications that are required to do work.
- Corporate governance
Approaches to meet legal requirements.
- Social responsibility
How business aligns its values and behavior with the expectations and needs of stakeholders- costumers, investors, employees, suppliers, communities, and society as a whole.
- Company culture
This might include the organization's outlook when it comes to staff development, occupational health and safety, and the overall work environment.

Knowing the market segmentation of the product is also very important to make a company profile. According to Ronald A. Nykiel (1989), a segment is a portion of the total market that has customers with common needs. The elements of segmentation that relate to the hospitality industry are:

- Geographic segmentation,
- Demographic segmentation,
- Heavy user segmentation,
- Price segmentation,
- Benefits and needs segmentation, and
- Psychographic segmentation.

He also adds that the mainstay of customer satisfaction is providing a "value," regardless of the market segment; that is, offering a quality product or service at a fair price.

I also used sources about the brand ibis from the internet. According to ibis.com, ibis Hotels are divided into three mega brands, i.e. ibis Styles Hotels, ibis Hotels, and ibis Budget Hotels. ibis Hotels have three values that represent its brand which are simplicity, modernity, and well-being. ibis Styles Hotels is original, stylish, and fun hotels at an all-inclusive price. The design of the ibis Styles Hotels is very modern and stylish, that is why this hotel is very suitable for holiday with family or for leisure time. Then, ibis Hotels is a hotel characterized by the spirit of service and the best level of comfort in its segment. ibis Hotels is suitable for the business travelers when they do their work in other cities or countries. Lastly, ibis Budget Hotels are hotels that represent the smart and inexpensive choice. Most of ibis Budget Hotels are located in the airport.

METHODS

There were some steps that I did before I got the approval from the board of examiners for my Business Communication Final Project (BCFP). First of all, I wrote the proposal for my BCFP. In the proposal, I explained the background of the problem in ibis Surabaya City Center Hotel that I found during my internship there. Next, I gave explanation about a solution to the problem. I gave the information about what is the product about and its benefits to the hotel. Second, I presented my BCFP proposal in the proposal defense. I presented my proposal in front of the board of examiners. Then, the board of examiners asked several questions about my project and I answered all of their questions according to my presentation. After they agree to the product that I am going to do for my BCFP, they gave me some useful advices and told me to revise my BCFP proposal.

Then, there were some steps that I did before I got the approval from ibis Surabaya City Center Hotel (ISCCH) for my BCP Proposal. First of all, I called the hotel and made an appointment to Miss Dita Ramadhani as the Human Resources Manager of ISCCH. Next, I went to ISCCH to give the BCP proposal which I have made. Then, I explained the proposal to her and what I am going to make for my project in the hotel. After she read my proposal, she asked some questions to me according to the proposal. She accepted my proposal but she did not accept my product in the proposal. Therefore, I asked her to give me some time to discuss with my lecturer. Finally, she told me that I could tell her anytime if I have already discussed the problem of my Business Communication Product (BCP) with the lecturer.

There were some steps that I did before I got the approval from ibis Surabaya City Center Hotel (ISCCH) for my Business Communication Product (BCP). Firstly, I proposed a printed company profile for my BCP to ISCCH. After I explained about the product that I was going to make in the hotel, Miss Dita told me that the hotel actually did not need the printed company profile. She told me that it would be better to make a presentation because the hotel actually needs it for the employees in ISCCH.

Secondly, I asked my advisor about the problem that the hotel did not need the printed company profile. He told me that I can make the power point of the company profile, but I also have to make the printed one for the department. After that, the board of examiners gave me a suggestion that I could make the power point of the company profile for ISCCH but in two sets of presentation. The sets consist of the company profile for employees and the company profile for prospective customers. Then, I called Miss Dita to confirm about the project and she agreed that I would make two sets of company profile presentations.

There were some procedures in making the power point of the company profile for ibis Surabaya City Center Hotel. First of all, I determined the topic for the two sets of the company profile. From the problem that I found during my internship and the suggestions from the board of examiners, I decided to make the power point of the company profile for employees and the power point for prospective customers. Providing two sets of the company profile, one for employees and another for prospective customers would solve the problem that I found at ibis Surabaya City Center Hotel. Then, I determined the features that would be included in the two sets of the power points of the company profile. After reading some books and articles in the internet, I found that the features in a good company profile were mission statement, general overview, what the business does, company history, successes and milestones, awards and certifications, social responsibility, and company culture. However, I excluded some features like company history, successes and milestones, and awards and certifications because ISCCH was built in 2013, so it has

not had the history yet. After determining the features of the company profile, I started to search for information about the hotel and then made the two sets of the company profile.

FINDINGS AND DISCUSSION

This company profile aims at giving information to the employees and also the prospective customers in the ibis Surabaya City Center Hotel. This company profile consists of two sets. The first set is a company profile for employees in ISCCCH. It contains the vision and mission of the hotel, general overview of what the hotel does, the facilities and services that the hotel offers, corporate social responsibility program in the hotel, the organization structure of the hotel, and the contact of the hotel. Then, the second set is a company profile for prospective customers in ISCCCH. It contains the vision and mission of the hotel, general overview of what the hotel does, the facilities and services that the hotel offers, corporate social responsibility program in the hotel, and the contact of the hotel.

There are two kinds of users of this company profile. The first are for the employees of ibis Hotel. This company profile can help them get the product knowledge of the hotel because it is a must for the employees to know all about the hotel. Therefore, it is very helpful when they have to deal with the guests who ask some information about the hotel. The second are for the prospective customers of ibis Hotel. The company profile is very important to add the positive image of the hotel. This company profile will show and explain why ibis Surabaya City Center Hotel is the best choice for the prospective customers to stay when they go to Surabaya. The company profile not only gives the explanation about the products and services that the hotel has to the prospective customers, but also the uniqueness of the hotel. Thus, the prospective customers will not think twice to stay at ISCCCH when they go to Surabaya.

Actually, in the proposal I decided to make the printed company profile for ISCCCH. However, as Miss Dita said that the hotel actually only needed the power point of the company profile, so I decided to make two sets of company profile: one is for employees in ISCCCH and another is for prospective customers of the hotel. The reason why I decide to make company profile for employees and prospective customers is that I think this company profile is very important for the hotel. During my internship in ISCCCH, I found that employees really need the product knowledge of the hotel so that they can explain clearly to the customers who ask them. It can also give the positive image for the customers, so they did not doubt the quality of the hotel only because the employees got confuse or did not know the product knowledge of the hotel.

According to the principles that I use, the company profile's features are mission statement, general overview, company history, successes and milestone, awards and certifications, social responsibility, and company culture. However, I did not use all of those features and I added some features to the company profile. I did not rewrite some features such as company history, successes and milestone, awards and certifications because ISCCCH is a new hotel in Surabaya and did not have those things yet. Also, I added organization structure of the hotel in this company profile to tell employees of the hotel about who the important people in ISCCCH are.

Thus, the two sets of power points of the company profile for ISCCCH contains the mission statement of the hotel, general overview of what the hotel does, the facilities and services that the hotel offers, corporate social responsibility program in the hotel, and the contact of the hotel. The first part of the company profile is the mission statement of ISCCCH. Then, I wrote the general overview of what the hotel does and the facilities and services that the hotel offers to explain to the readers about the details of the hotel. Here, I wrote the details in the hotel such as the room types, restaurant and bar, and also the meeting rooms. This part is very important for the prospective customers because basically every people need to know about the products and services before they buy it. This part is also very important for the employees of the hotel because most of the employees will face customers so they have to know all of the product knowledge before they face the customers.

In addition, the next part is the corporate social responsibility program in the hotel. This part is very important for the hotel to give an image to the customers. This part told the customers that ibis Hotel cares to the society and environment around the hotel. Finally, the last is the contact of the hotel. The prospective customers can contact the hotel if they want to book the room of the hotel or ask for further information of the hotel. Here, I put the hotel's physical address, telephone

and fax number, and email. Through these contact options, the prospective customers can choose any way to contact the hotel the way they like.

The differences of the two sets of power points of the company profile are the detailed features inside the company profile. In the company profile for employees, I put more explanation about the hotel such as the organization structure of the hotel, the details of the facilities and services that the hotel offers, the standard of telephoning, and the grooming standard for all of the employees in ISCCH. Whereas in the power point for prospective customers, I put brief explanations about the hotel.

I wrote the details of the rooms in ISCCH such as the number of the rooms and the room types to give the employees the product knowledge which they should have known before facing the customers in the hotel. It is very important because as the agent of the hotel, the employees should give accurate information to the customers so they will have no doubt about ISCCH. In addition, I use a picture of a girl sleeping in a bunch of pillows to make the prospective customers think that ISCCH is a comfortable hotel which suits their needs.

CONCLUSION AND SUGGESTIONS

For my final project, I decided to make a company profile at ibis Surabaya City Center Hotel, a three-star hotel in Surabaya. Before getting to the project, I have to finish the proposal as soon as possible and then give it to the hotel. In addition, I also did my first time negotiation with the real prospect clients in the real business world. With a lot of help from my thesis advisor, I finally could finish the project.

The idea of making this company profile I get from my internship experience at ibis Surabaya City Center Hotel. I find a problem that I as a trainer there did not have enough product knowledge of the hotel. Thus, I become confuse when the customers asked me questions about the hotel. Based on the problem, I think a hotel needs a company profile which could help new employees or trainers there to know about the hotel and also for customers to know the uniqueness of the hotel.

The first set of this company profile is a company profile for employees in ISCCH. It contains the vision and mission of the hotel, general overview of what the hotel does, the facilities and services that the hotel offers, corporate social responsibility program in the hotel, the organization structure of the hotel, and the contact of the hotel. Then, the second set is a company profile for prospective customers in ISCCH. It contains the vision and mission of the hotel, general overview of what the hotel does, the facilities and services that the hotel offers, corporate social responsibility program in the hotel, and the contact of the hotel.

Based on the project on making a company profile, it can be concluded that if the hotel did not have a media to convey the purpose and the explanation about the hotel, it will lead to the dissatisfaction and misunderstanding from the customers to the hotel. Also, it will become a problem if the employees there did not have enough knowledge about the hotel. Therefore, the best solution to this problem is to make the company profile for ISCCH. The company profile will clearly and professionally presents ISCCH's mission statement, general overview, facilities and services, corporate social responsibility program, organization structure, and contact. By having this company profile, customers will have no doubt of choosing ISCCH rather than other hotels with same stars in Surabaya.

Suggestion for next students of the English for Business Communication of Petra Christian University who want to do the same Business Communication Project (BCP) as my project is that the writer suggests that they work on their proposal for the hotel during their holiday. Hopefully by so doing during the first month of the new semester, they will have been accepted by a hotel. Therefore, they will have enough time to finish their project well.

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