



CULINARY SOLUTION PROVIDER

Category.....Services

Description

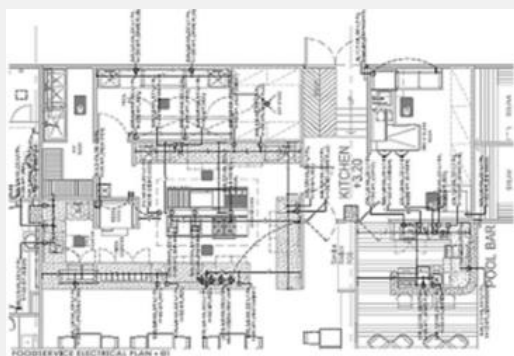
- Strategic F&B business development programs
- New product, new menu and Recipe development programs
- F&B Operation assessment and due diligence programs
- Centralized food processing and production technology integration programs
- Supplier development programs
- Skilled Focus Culinary training programs

PROJECT MASTER PLANNING

Category.....Services

Description

- Administrators guidelines
- Budget estimation
- Circulation and operational systems
- Code requirements
- Equipments and M&E specification
- Functional and Operational requirements
- Integrated site coordination
- Logistic
- Material and finish preferences
- Project space and food programming



FACILITY PROGRAMMING

Category.....Services

Description

A tabulation calculation of utility service information for each equipment item and shown on facility drawings, include the followings:-

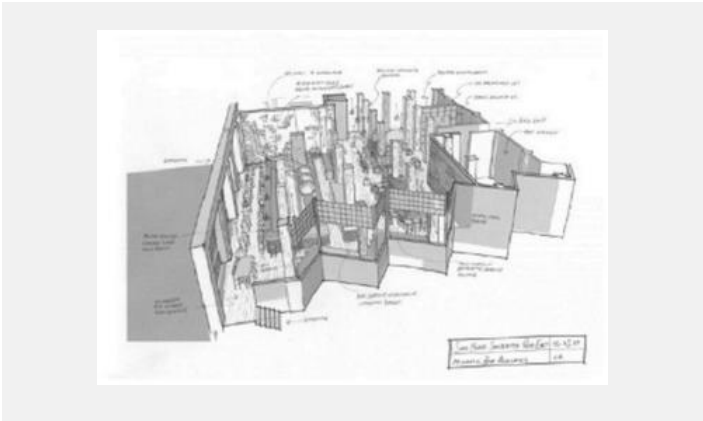
- Hot and cold water: Flow rate or pipe size; pressure and temperature
- Electrical: Voltage, phase and Load(KW or amps)
- Gas: (load –BTU/hr) and pressure requirements
- Exhaust and Make-Up air flow volumes

ESTABLISH LAYOUT AND SPACE UTILIZATION

Category.....Services

Description

Develop a method to extract any relevant and useful information for New or Existing Facilities with developed Food Service Programming when developing a space programs for kitchen facilities.



DESIGN AND CONSTRUCTION PLANNING

CategoryServices

Description

- Kitchen Facilities Design
- Interior Design Coordination
- Construction Administration

DESIGN AND CONSTRUCTION DOCUMENTATION

CategoryServices

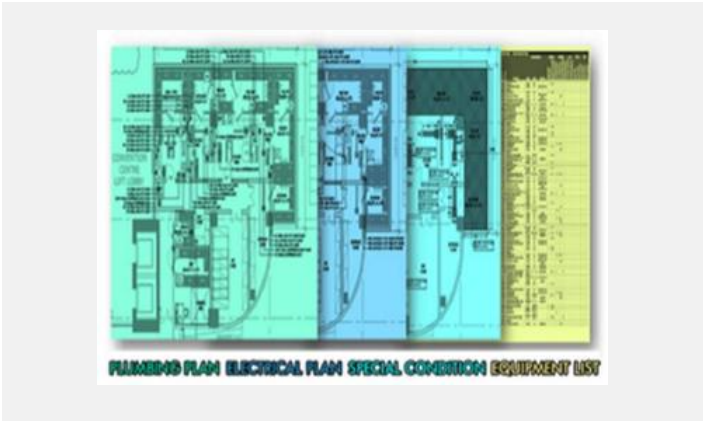
Description

Developing Series of Drawings:

- Construction coordination plans
- Plumbing & electrical coordination plans
- Gas & ventilation coordination plans
- Equipment schedules
- Related series of elevation and detail plans

Prepare a planning document, which describes in detail the criteria by which the food facilities are designed. Included are the following elements:

- Food storage system – frozen/raw/dry/cooked – FIFO
- Food processing, preparation, production and packaging
- Food temperature control systems
- Quality control systems
- Food safety programming
- Logistic/ delivery programs
- Ware washing
- Waste handling
- Adjacency requirement
- Space estimates
- Budget estimates
- Project schedules



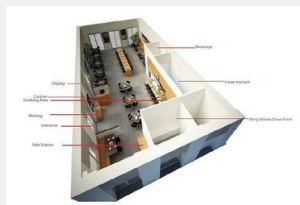
3-DIMENSIONAL DESIGN AND RENDERING

Category Services

Description

3D rendering is the process of pre-production design drawings base on overall image of the floor plan.

3D rendering is a creative process that allows for an almost infinite amount of creative control over what will appear in the design plan and how it is depicted.



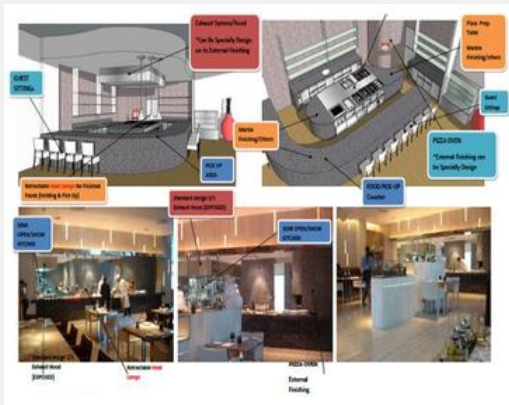
INTERIOR DESIGN COORDINATION

Category Services

Description

It is critical for the project team to establish general objectives for design development and these objectives are intended to be clear and concise and share with entire project team.

Review and coordinate with interior designer on overall development of the interior design concept. Develop and establish goals that are not only aesthetically pleasing but operationally functional.



CONSTRUCTION ADMINISTRATION

Category Services

Description

Provide detailed construction planning master time line schedules and construction milestones.

Site supervision and coordination for opening and operation programs during construction period.



ALEX CHOO – PRINCIPAL/DIRECTOR OF FOOD AND BEVERAGES SOLUTIONS

Category Team

Description

Mr. Choo has 29 years of Hospitality industry in South East Asia region, his understanding of Food and Beverage experience and knowledge accumulated from cultures and practices by the different management styles.

With 9 years' experience stationing in Vietnam holding the key position as Domino's Pizza General Manager, Starbucks Coffee Country Operation Manager, L Concept Director Of Operation, Crystal Jade Kitchen General Manager as well as Crystal Jade Palace General Manager, he understands the local market demand and able to fulfill the client's request for different concept from set up, menu engineering, operational, training and writing the required policies.



MR. PIERS CHANDLER (PRINCIPAL - DIRECTOR OF CULINARY SOLUTIONS)

Category.....Team

Description

Piers Chandler – Piers started out in the F&B industry in 1993 and has worked in restaurants, hotels, numerous airlines and multi chain branded restaurants. He has also owned a number of restaurants during his career. It was his first foray into aviation with Cathay Pacific that he developed a love for production style kitchens where demand planning, materials planning and production planning are key factors in ensuring smooth operations. He then went on to work at Emirates, Etihad, Wine Connection (Thailand) and the Golden Gate Group in Vietnam. In each of these roles he was involved very closely in facility design, SOP's and the introduction of HACCP principals on top of his task of managing day to day production operations.

MR. YOSHIHIRO MINAMI – DIRECTOR OF JAPANESE/FUSION CULINARY

Category.....Team

Description

Chef Minami, A Contemporary Japanese Cuisine Chef has worked in Many famous Restaurant Chains in Japan. He has worked in Europe for 4 years and accumulated learning skill of Italian Cuisines.

Since Then, Chef Minami had venture into creation of Japanese/Italian Fusion Menus, Japanese/Western Steak House concepts and Modern Japanese Cuisines here in Vietnam.





MR. SANGKYUNG PARK (PRINCIPAL - DIRECTOR OF CULINARY SOLUTIONS)

Category.....Team

Description

Chef S K Park was born in Korea, has spent the last 15 years working in fine dining restaurants, Ritz Carlton, Marriott and Etihad Airways. He has work in Korea, UK, Australia, Qatar, Singapore UAE and Vietnam. Chef Park mastered in Traditional and Modern Korea Cuisine as well as accumulated SKILLS of western cuisines. He has significant experience in leading and managing restaurants with a high diversity of backgrounds, cultures, and concepts.

S.K's focus is not only back of house but front of house as well with operations including; new concept development, training development and execution, brand image, menu design, product development, wine and spirits and increasing sales.

Additionally, S.K provided project and assignment consulting for all managers-in-training and the development of training materials. He was responsible for structuring training programs, implementing back of house, front of house operations systems, and coaching staff to maintain corporate standards.

MR. ANWAAR H. RAZMI - PRINCIPAL/DIRECTOR OF BUSINESS OPERATION SOLUTIONS

Category.....Team

Description

Mr. Anwaar acquired his DIPLOMA in Culinary Arts in 2003 from MARA University of Technology, Malaysia, follow up educational enhancement with BSc in Foodservice Management from Johnson & Wales University, Colorado and MSc in International Management from Colorado State University, Colorado, USA.

2006 till 2011, He started his career with COMPASS GROUP North America at Colorado as Foodservice Director and another 2 years with QDOBA Mexican Grill, Colorado as Regional Operation Director. He relocated himself to Doha, QATAR joining RHS Group as General Manager.

Anwaar move back to Malaysia in year 2016 and since then he had joined the BIG Group as Head of Operation, NAZA Group's F&B Division as General Manager and L CONCEPTS Ltd as Director of Operations for Thailand and Vietnam regions.

With his accumulated 12 years of working experiences in F n B industry, he has acquired multiple skills and capability in Financial and Data analyses, Project Management, Leadership Trainings, Operation and Functional practices, Sales and Marketing and Corporate Strategy Planning.



Singapore

Category.....Offices

Description

BLOCK 360 HOUGANG AVENUE 5
#02-336 SINGAPORE 530360.

RICHARD KHOO – Principal/ Corporate Director

CategoryTeam

Description

Richard, a global marketing veteran who have worked in multiple top-tier MNCs for more than 30 years and his expertise is in the area of global distribution and marketing in FMCG and Consumer Durables.

Richard has also worked at Nestle, Unilever, Coca-Cola, McDonald's and Olympus and He has built many startups in Asian key markets such as China, India, Europe and Asia. This process include seeking key global distributors, establishing team structures and building successful high performance team members.

Most recent, Richard has been a Global Sales and Marketing Director for Trung Nguyen Group – the No. 1 Coffee Company in Vietnam. He has managed more than 1,000 sales and marketing teams across the world; generating \$200 million of sales revenue.

Current Roles:-

- CEO & Senior Advisors for FMCG Groups



Malaysia

CategoryOffices

Description

Corporate Office

Level 3A-09, Wisma BU8

11 Lebuhraya Bandar Utama, Bandar Utama

47800 Petaling Jaya

Selangor, Malaysia

Thailand

CategoryOffices

Description

The Primary Ultimate
18/357 Soi Nuanchan 28,
Nuanchan Road, Nuanchan
Bangkok 10230 Thailand

Vietnam

CategoryOffices

Description

3E/6 Pho Quang Street, Ward 2,
Tan Binh District, Ho Chi Minh City
Vietnam

MR. JAMES QUEK (PRINCIPAL - CORPORATE DIRECTOR)

CategoryTeam

Description

James has more than 30 years of food & beverage experience managing regional brands with operations in more than 18 countries. Management of multiple different food concepts includes western casual, bakery, café, as well as fine and casual Chinese and Japanese restaurants.

Most recently, James has been Group COO of Crystal Jade, a Singapore-based Chinese culinary group that owns and operates over 100 outlets across 25 major cities within Asia Pacific and the United States. Prior to Crystal Jade, James was CEO of the bakery division of BreadTalk Group where he managed 4,000 people across 800 outlets. Before BreadTalk Group, he was Head of Operations, Real Estate, and New Business Development for McDonalds Singapore. James also spent 2 years in USA, teaching at the McDonald's Corporate University.

James is currently an advisor to a private equity firm in Singapore/Vietnam and a textile company in Australia/Singapore.

James received his MBA from Preston University.

Current Roles:-

- Partner at CVI Corporation (Canada/Vietnam)
- Advisor at Maestro Private Equity Partners (Vietnam)
- Director at My Nhan Real Estate (Vietnam)



MR. PANOTPHON (ASSOCIATE - DESIGN OPERATIONS)

CategoryTeam



MR. VINCENT LEE (SENIOR ASSOCIATE – PROJECT MANAGEMENT)

CategoryTeam





MS. ANH LUU QUYNH NGUYEN – ASSOCIATE OF SUPPLY CHAIN MANAGEMENT AND PROJECT MANAGEMENT

Category.....Team

Description

Ms. Quynh Anh graduated with Diploma in Hospitality Management at Switzerland in year 2014. She has worked for Golden Gate Group of Restaurants in Product Development and Supply Chain Management.

She has acquired skillful set of experiences in Food Costing, New Project management, Supplier development programs and Project management.

MR. CHINNAWAT TACHAPANVANICH – ASSOCIATE OF THAI CUISINE AND BUTCHERY

Category.....Team

Description

Chef Chinnawat, A Thai national with skillful Contemporary Thai Cuisines and with learning skills of Butchery and Smoke Products. He graduated at DUSIT THANI Culinary College at 2008 and since then he has works in many well-established Thai Cuisine Restaurant at Thailand.

He is currently residing at Vietnam and working on Centralization Processing and Production projects



MR. LEUNG FU MING (DIRECTOR OF CHINESE CULINARY)

Category.....Team

Description

Chef Leung, A Hong Kong Chinese Executive Chef, who has started his earlier age Culinary career with Hong Kong Most famous Roast Goose Restaurant, YUNG KEE, Located at Central, Hong Kong Island. Since then he has work as Chinese Executive Chef for NOVOTEL, HILTON and many Chinese Fine Restaurant and Casual Dining Restaurant at Thailand and Vietnam.

His accumulated Culinary Skills extended to Cantonese, Teow Chew, Szechuan and Asian Chinese Cuisines.

MR. K. H. LEE (FOUNDER / KEY PRINCIPAL)

CategoryTeam

Description

Mr Lee has Accumulated 35 more years of experiences in Food services industry, his experience in directing large-scale design projects within Asia Pacific, provide him with exceptional local areas knowledge and well equipped versatile knowledge in operational and functional systems in Food services technology. Additionally, with his insight into market and concept requirements providing other Team members with special skills that insure the inclusion of Client requirements.

He has completed over 2000 projects regionally in his past experiences and history, specializing in Strategic F & B Business Development Programs, New Product Development program, F & B Investigation and Due diligent programming and Project Management approaches for Hospitality, Health Care, Industrial (Factory), Central Processing and Production, Exhibition & Conventional center, Concepts Restaurants and Catering services industries.

He has established and developed many integration works focusing on Advance Meals System, Central kitchen Processing and Production, Kitchen Safety Environments, HACCP implementation programs for Food Services and Operational enhancement programs.

Mr. Lee started his career as A Kitchen Facility Designer in A Japanese Kitchen Contracting Company, Sanyo Murako International in Singapore, and move on to Join an American Food Service Consulting Firm, Romano Gatland as VP, Asia Pacific, with offices located in Hong Kong, Japan, Malaysia and Thailand. He moves on to set up his own Consulting Firm Prathana Resources Ltd, based in Thailand and serving the regional market segment.



EpiQure

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