

SMART LEGACY SDN. BHD.

About Us

We are a team of professionals with proven track record in the food and beverage operations and management services, specializing in the management of large scale food court. Our area of expertise includes;

- **Conceptualization**
- **Design and layout**
- **Operation workflow and support**
- **Management and system structure**

Mission

We positioned ourselves as an equal industry leader and pacesetter in the operation and management of food courts and restaurant chain stores by practicing professional services, ensuring good and hygienic food quality control, excellent dining ambience, product varieties and great value for money dining experiences.

Values & Principles

- **To establish ourselves as the leading F&B management company in the industry;**
- **To provide quality service with utmost professionalism and integrity;**
- **To continuously improve on our operation and support system;**
- **To develop a sustainable business with competitive edge, and**
- **Enforcing good corporate governance in the F&B businesses.**

SCOPE OF WORK

Conceptual & Infra-Structure

- **Development of the food court concept, design and theme;**
- **Setting up of the food court architectural planning, construction and structural flow;**
- **Preparation of the project operational budget and business plan;**
- **Recommendation for contractors and suppliers for fittings, kitchen and display equipment, furniture, signage and other related fittings;**
- **Setting up of the management and administrative office which includes:**
 - ***Staff selection and appointment***
 - ***Company's reporting structure, work flow and standard operating procedures***
 - ***Employees' job scope, authority and reporting level***
 - ***Accounting and reporting system, the payment (rental) collection system and the security system***
- **Monitoring of work progress, work quality and completion**
- **Management and control over the budgeted funds, which includes:**
 - ***Preparing and releasing payments to suppliers, contractors and the creditors***
 - ***Control over cash inflow and outflow from the bank account and petty cash floats***
- **Management on all related technical issues with regards to the construction of the food court.**

SCOPE OF WORK

Tenancy Management

- **SELECTION AND SECURING FOOD COURTS TENANT, WHICH INCLUDES :**
 - ***Potential tenant search and offer***
 - ***Tenants background check***
 - ***Food testing and menu approval***
 - ***Preparation of Letter of Offer***
 - ***Deposit collections***
 - ***Preparation of Tenancy Agreement***

- **ARRANGEMENT OF MENU AND STALLS LAYOUT**
- **ARRANGEMENT FOR FOOD SHOTS AND MENU LISTINGS**
- **DEALINGS WITH THE LOCAL AUTHORITY AND ANY RELATED GOVERNING BODIES, WHICH INCLUDES**
 - ***Forwarding application for food and beverage operating license***
 - ***Application of health and safety check***
 - ***Staff and operators compliance with Statutory or governing bodies and related regulation, laws and by-laws***

- **Management of stalls on related requirements and tenants work flow**
- **Setting up the rental structure and payment system**
- **Adherence by tenants of any related statutory bodies and government regulations**

SCOPE OF WORK

Operation

- **Management and supervision of the food court operation, which includes,**
 - ***Supervision of food sales and pricing***
 - ***Monitoring of the food price and quality control***
 - ***Ensuring ample stock of plates, bowls and cutleries***
 - ***Monitoring of the cleaning services and other related contractual services***
 - ***Collection of sales revenue or rental and other charges***
 - ***Attending to customer feedbacks, complaints and suggestions***
 - ***Regularly conducting stall audit to improve on food quality, value and presentation***

- **Training and supervision of the operational, accounts and administration staff**
- **Management of advertising, promotion and any marketing plans**
- **Monitoring of equipment handling, maintenance and serving**
- **Attending to the food court operators' requirement and needs, ensuring smooth food preparation and sales**
- **Providing prompt customer services to food court operators and food court patrons alike**
- **Ensuring smooth flowing operation and continuous growth and sales performances**
- **Ensuring the food court operation adhere to any related statutory bodies and government regulations**
- **Management on related business issues with regards to the operation of the food court.**

CURRENT VENTURES

1) *Giant and Tesco Hypermarket*

Quali Food Court

Giant Hypermarket

Batu Caves, Kelana Jaya and Selayang

Giant Hypermarket is well-known for its massive crowd puller and continuous attraction of shoppers from all walks of life with variable yet ready spending power.

In line with Giant's vision to modernize and inject a professional image in its retail outlets, we were decisively selected to undertake the tenancy of the food court space at Giant Hypermarket in Batu Caves and Kelana Jaya simultaneously.

Giant Dairy Farm Properties Sdn Bhd (the Landlord) completed the design and structural construction of the food court. Meanwhile we provided the investment needed for the equipment, fittings, the tenancy and management of the food court.

The aptly-name Quali Food Court at Batu Caves, Selangor was opened to the public on 11th March 2004 to an overwhelming response. Similarly, the food court in Kelana Jaya opened its door to the public on 25th March 2004 with the same result.

Besides operating food courts, we have a beverage stall in Selayang Tesco food court which sell various juices and drinks.

2) *Lifestyle Food Channel*

a) Wangsa Walk Shopping Mall, Wangsa Maju

We were engaged to conceptualize the food court with involvement in design, concept, build-in fittings, tenant recruitment and standard operational procedures to cater for the affluent shopping patrons at Wangsa Maju, Selangor. The food court is located on the 1st floor and accommodates 500 seats with an enclosed smoking area. The build-up area is approximately 11,000 square feet which consists of Ten (10) food stalls and One (1) beverage stall encircled by international restaurants, all under one roof.

Our revamped Lifestyle Food Channel was opened to the public in Wangsa Walk Shopping Mall in April 2011.

b) Berjaya Times Square Shopping Mall, Kuala Lumpur Centre

With the success in the new food court concept and smooth working relationship with the shopping mall management, our second Lifestyle Food Channel was opened to the public in October 2011 at Berjaya Times Square Shopping Mall.

The food court is located on the 4th floor and accommodates about 400 seats with a build-up area approximately 6,000 square feet. It consists of Eight (8) food stalls, One (1) Island stall (selling Teppanyaki) and One (1) beverage stall.

3) Food Avenue

AEON Shah Alam, Selangor and AEON Kota Bahru, Kelantan.

AEON Mall, another established and famous Shopping Mall cum Hypermarket in Malaysia opened its business at Shah Alam, Selangor in March 2016 and thereafter at Kota Bahru, Kelantan in April 2016.

For both the abovementioned Malls, we were stringently selected to manage and operate the respective food courts and were very much involved from the conceptualization, design, build-in fittings, tenants recruitment, standard operational procedures and all other related matters until the day of the official opening of its respective Malls and the food courts with overwhelming success.

The food court at AEON Shah Alam accommodates about 700 seats with a build-up area approximately 19,000 square feet.

Meanwhile the food court at AEON Kota Bahru accommodates about 500 seats with a build-up area approximately 15,000 square feet.

4) *FOODEMPIRE*

a) *MyTown Mall at Jalan Cochrane, Kuala Lumpur*

Our FoodEmpire foodcourt was simultaneously opened with MyTown Mall on 16th March 2017.

Similarly we are managing the food court and were very much involved from the conceptualization, design, build-in fittings, tenants recruitment, standard operational procedures and all other related matters until the day of the official opening.

FoodEmpire accommodates about 630 seats with a build-up area approximately 15,000 square feet.

With its established brand and strategic location being next to IKEA CHERAS, MyTown Mall have since its commencement seen steady increase of shoppers and our foodcourt new brand viz. *FOODEMPIRE* have increasingly gained recognition and praise with its aesthetic design and comfortable ambience thus providing a great value for money dining experience for all shoppers.

b) *Melawati Mall, Taman Melawati, Kuala Lumpur*

Our second food court under the brand name *FOODEMPIRE* was opened in July 2017 at Melawati Mall.

Melawati Mall is located at the center of Taman Melawati, KL East and Wangsa Melawati with a mature estate of affluent and underserved community and standing Ten (10) storey tall, this Mall is visually identifiable from Kuala Lumpur MRR2.

Similarly we are managing the food court and were fully involved from the conceptualization, design, build-in fittings, tenants recruitment, standard operational procedures and all other related matters until the day of the official opening.

FoodEmpire at Melawati Mall accommodates about 650 seats with a build-up area approximately 18,000 square feet.

Our foodcourt at Melawati Mall is another successful venture to us as since its commencement, there has been a continuous steady footprint of shoppers, weekdays and weekends and our foodcourt too has been recognized and praised with its aesthetic design and comfortable ambience.

CURRENT VENTURES

EVO Mall, Bandar Baru Bangi, Selangor

We have further secured to manage and operate the food court in this new Mall which is scheduled to open for business in the first quarter (Q1) 2018.

This Mall is designed in an intergrated Shopping, Residential and Commercial hub in the expanding township of Bandar Baru Bangi with its large area and an ever increasing developments and population.

Our Food court would be accommodating 300 seats with a build-up of approximately 9000 square feet.

We are confident that this new Mall and by extension our food court will enjoy equal success similar to all our existing food courts as we have built a strong and identifiable brand name for all the food courts currently managed by us.

OUR STRENGTHS

Our strength lies in our experience and competent Operation, Marketing, Product Development, Franchise, Food Court and Chain Store development.

We are fully capable and competent to support the food court management with our tested and proven system of operation. The areas and guidelines which our management services provide are as listed below;

- **technical support in the day to day operations and functions**
- **Assistance in setting up the SOP (standard operation procedure)**
- **Similarly, technical support is extended to include MIS, Marketing and Training**
- **Assist in procuring the relevant office support structure to strengthen operations**
- **If needed, to participate in the monthly management meeting on areas relating to the operations, performance and related matters.**

THE SUCCESSFUL CREDENTIALS

- **Quali Food Court (Giant Hypermarket-Kelana Jaya, Batu Caves) : Manage and Operate**
- **Quali Food Court (Giant Hypermarket-Setapak) : Beverage Stall**
- **Lifestyle Food Channel (Wangsa Walk Shopping Mall, Wangsa Maju) : Manage and Operate**
- **Lifestyle Food Channel (Berjaya Times Square Shopping Mall, Kuala Lumpur Main City) : Manage and Operate**
- **Beverage Stall (Tesco Hypermarket Selayang) : Manage and Operate**
- **Arena Food Court (AEON Mall Shah Alam, Selangor and Kota Bahru, Kelantan) : Manage and Operate**
- **FoodEmpire (MyTown Mall and Melawati Mall) : Manage and Operate**

Based on the above tested F&B establishments of more than ten years, our management team has the proven credentials and experience to take on new food court ventures, management and operations to a higher level, continuously breaking barrier with our innovative ideas and approach to the food court business.

Note : Prepared as at November 2017

COMPANY PROFILE

SMART LEGACY SDN BHD (629254-A)

**No. 27, Jalan 14/108C, Taman Sungai Besi
57100 Kuala Lumpur, Wilayah Persekutuan
Tel : 03-7980 8808 Fax : 03-7980 8990**

