

TAN: You may be able to attract people with a unique theme initially, but without good food, they won't return

may not be good at controlling their emotions, which affects the service level.”

Profits to be reaped

The attractive financial returns, however, makes up for the entrepreneurs' hard work. Swee invested RM1 million in his first outlet and recouped it within six months. Tan and Leong recouped their RM200,000 initial investments in nine and less than six months respectively.

To obtain additional streams of revenue, the entrepreneurs can sell their business licences and collect monthly royalty fees. The licence fee for T-bowl Concept Restaurant is RM40,000, while the monthly royalty fee is 4% of the licensee's gross sales. Gasoline Café's licence fee ranges from RM100,000 to RM120,000, and Fullhouse Lifestyle Store and Café's licence costs RM100,000 or RM300,000, depending on the size of the premises. The latter two restaurants charge a monthly royalty and advertising and promotion (A&P) fee of 6% of the licensee's gross sales.

“Many people are aware of our brand, and they have a positive perception of us. They appreciate our hard work, and I'm really happy that our branding strategy is working the way we planned it,” says Swee. Leong and Tan agree that positive feedback from customers brings them immense satisfaction. “When people think that my theme is unique and are satisfied with their dining experience, I'm happy,” says Leong. ■

