



**A Caterer that served customer  
with quality and heart.**



Nurul Izzah Catering (NIC) march toward high performance through business operating process mapping and formatting.



### ***Customer Feedback:***

“3S has helped NIC grow amazingly over the past 2 1/2 years. NIC rapid growth owed to the systems that were created by Jessica. With the systems in place NIC can grow and able to provide service in a professional manner, within predetermined time constraints. With the improved service NIC is able to expand its market share through better marketing strategy.”

### **Nurul Izzah Catering Achievement:**

Sales Revenue Growth:

2011 increase by 300%

2012 increase by 109.37%

Operating team Growth:

2011 from 5 members to 15 members

2012 from 15 members to 30 members

Malay Wedding Event Handling capability:

2011 from 3 per day to 9 per day

2012 from 9 per day to 20 per day

### ***Company Background***

Nurul Izzah Catering established in the year 2003, in the business of food and beverage (F&B) which provides catering services to a diverse clientele including individuals, government agencies, private companies as well as weddings. NIC aim to help their customers alleviate the frustrations when organizing a ‘makan-makan’ with providing full set event planning including food arrangement for their customer.

### ***Business Challenge***

Challenges for catering business are to control the uncontrollable factors that happened which the owner has to deal with most of the time. There will be speed of respond to customer requirement, logistic arrangement, food safety and hygienic issues, including keeping the food in the right temperature to avoid quality problem, respond capability on weather issues (outdoor), the consistent of service quality especially involving lots of part-timer, and lots more. For a catering



provider like NIC, to control the uncontrollable will bring opportunity to stay upon the industry.

One of the key opportunities for NIC is, there is no nationwide catering company in Malaysia especially providing catering for wedding event, and the wedding catering market will grow together with year growth of population. In order for NIC to catch the market growth, NIC needed to build a stable internal operation standard to control most of the uncontrollable factor or at least speed up the respond time while facing challenges, yet still maintain the same service quality at the same time.

NIC management understand to build a operating system is important in order to solve their daily issues, especially when there is wedding events, by introduced through business coach, NIC decided to engage 3S as their system adviser to solve that problem. NIC chose to work with 3S because 3S has years of experience in formatting business process, especially dealing with food industry at that moment.

### ***What 3S helped***

Catering business handle mass production on food (to deliver huge number of pax size), but they are not manufacturing. This industry is really unique that they stay in between manufacturing and service. The creative part in order to help NIC to sustain and grow their business was to separate their production and service.

Due to the heavy sales requirement, 3S understand the important part to come into first priority was to clear the confusion of their daily operating process. We start from creating their business operational work flow to keep NIC people clear in every single factor. It provides an overview for NIC management to enhance their mind about their business operational flow. While we were on mapping discussion, processes have been improved and it helps on setting up departments and team force indirectly.

After developing the overview flow, we step into work flow for each department. First, start from Purchasing, to stabilize the large amount of purchase work; standardize on HR recruitment to meet continuous recruitment needs; Production, to strengthen kitchen work flow to be more organized, including quality and hygiene control; Store, to strengthen on assets movement control, especially during event day; Service quality control by creating guidelines on event coordinator.

By putting effort on implementing the procedures and management tools that were created, NIC slowly stabilized their internal operation flow, which result in cutting down on operational errors and speeds up their respond to sales inquiry. These in turn lead to more customers willing to select NIC as their wedding catering partner,



at the same time introduce NIC to their friends and relatives.

Base on this success, NIC elected to continue work with 3S as their operation system development partner for the next phase on stabilizing their kitchen production. We also provide another type of controlling method on kitchen production to fulfill mass production requirement. We design the process flow to cut down on customization but enhance product standardization to meet food & beverage quality consistency. At the same time, we suggest NIC on developing food R&D team in order to handle future requirement.

By introducing the production flow, NIC increase their cooking handling capability and delegate their work in more efficient way. While we were developing the process flow, NIC comes to a point that they need to handle 15,000 pax in 1 day. To deliver that amount of pax was a great achievement to NIC, and it proved not only the success of the process arrangement but also the effort from the management.

Under advisory service provided by 3S, NIC continuously grow on their quantity of pax handling capability per day while maintaining the same quality that they promise to their customer.



2012 Finalist for Best Turnaround Company



NIC New Factory Area (front)

### **About 3S**

3S Business Solution Adviser Sdn Bhd founded in 2008 by Jessica Tan, who was involve in developing operation process include Standard Operation Procedure writing in pass 10 years, experiences in F&B industry, chain Retail industry, and manufacturing (operation control area). In 2011, 3S work closely with Actioncoach (business coach) and 3S have been quite successful in helping their clients develop and stabilize their operation process. 3S build to help clients discover their business solutions, by collaborating with clients to help them become high-performance businesses.