

# Santan Wangsa Walk Pitch Deck

RZ Fortunes Sdn. Bhd.

Registration No:

202001028328 (1384648-T)

**airasia**



# Santan - Our Story, Our Vision



**AirAsia Digital** (part of AirAsia Group) integrates the group's continued innovation, focus and business-building expertise, best-in-breed technology solutions, talent development programmes and big data insights for travel and lifestyle businesses to thrive in ASEAN in businesses beyond its primary airline business. One of these businesses is the SANTAN food franchise.

**Named after Malaysia's beloved 'coconut milk'**, SANTAN is a reflection of the purity and simplicity of ASEAN flavours and ingredients.

What started as 'AirAsia Cafe', simply serving sandwiches and snacks across AirAsia flights, Santan was born in 2015 with the vision to create a unique dining experience in the sky, serving only the best and most delicious ASEAN flavours. **We've since served over 600 million passengers from across the world.**

Today, our vision is 'to be a **highly efficient** fast-food franchise that specializes in ASEAN dishes and beverages at affordable prices' and being the **first ASEAN Quick Service Restaurant in the world!**



## AirAsia Group consist of two main groups: Airline and Digital





### **AirAsia Group CEO Tan Sri Tony Fernandes**

*“It will bring people together through our shared love for ASEAN food under one roof and trigger wonderful memories from your trips with us to your favourite ASEAN countries and beyond.”*

AirAsia’s Group CEO wants to reach way beyond air travellers. He hopes the restaurants will ultimately compete with American fast-food chains and emulating the success of McDonald’s.

### **AirAsia Digital President Aireen Omar**

Aireen oversees large, digital strategic group-wide initiatives to help transform AirAsia Group into a global, cloud and data-driven and platform company.

At AirAsia Digital, Aireen is also pivotal in incubating and growing the digital and fintech businesses such as BigLife, BigPay, Teleport, “Santan” and in transforming airasia.com into more than just an airline platform.





**Santan General Manager Catherine Goh**

*“Santan aims to open 65 outlets by 2021 and over 100 outlets by the first quarter 2022. Santan would open its outlet in China in Q1 2021 and the United Kingdom Q2 2021 followed by Thailand, Indonesia and The Philippines.”*

**Domestic Trade and Consumer Affairs Minister  
Datuk Alexander Nanta Linggi**

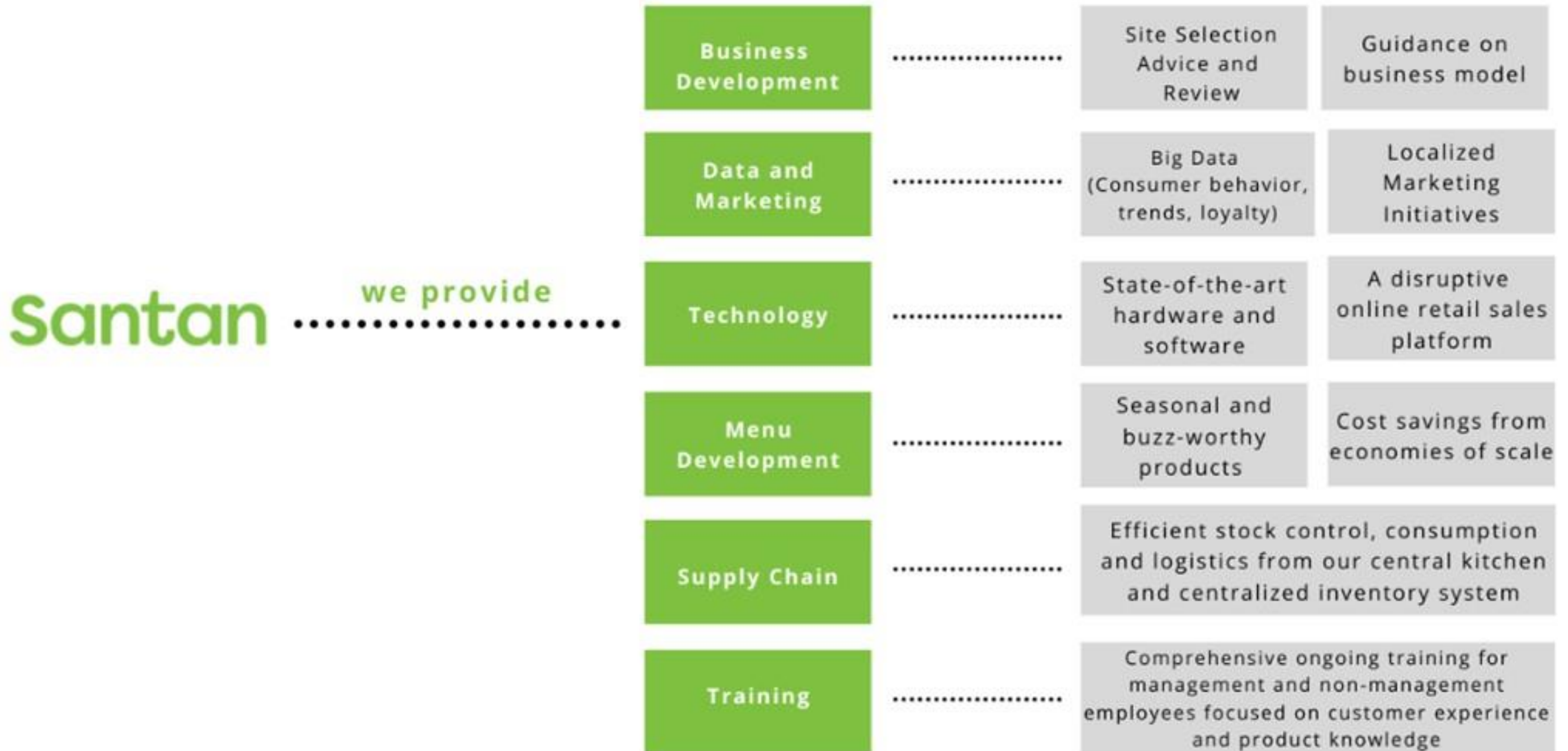
*“With the ease of doing business under the franchise model, we hope more local entrepreneurs will take up franchise with Santan, which will not only boost local franchise businesses, which is valued at RM13 Billion in 2019, but will also double the nation's franchise sales value by 2025.”*



# Santan - Franchise Support



## 360 degree cross-functional support before, during and after



# Santan - Perceptual Mapping



**SANTAN** is in a unique market segment and has the highest potential growth in **ASEAN** fast-food segment

# Santan - Competitive Positioning



## Brand Recognition

1. Santan has a strong brand recognition as it is representing in-flight dining experience of AirAsia. With the large database that AirAsia has through its platform, this will benefit Santan.

1. 4 Fingers is a well-established brand itself however, it doesn't have variety of menu and focuses mainly on their fast food concept.

1. Ahh Yum has been established since 2018. It is well-established brand however, it is mainly focused on medium to high-income customers.

## Menu Variety

2. Santan has a variety of items in the menu from the main course to dessert compared to its close competitors. We have ongoing promotional campaigns and time to time additional items introduced in the menu.

2. Not much variety as 4 Fingers focuses mainly on fast food meals as most Malaysians and Asians prefer to have main courses such as rice for their lunch and dinner. Dessert not available in its menu.

2. They have an array of variety meals however, less promotional items and campaigns compared to Santan.

## Pricing

3. Value for money as the Ala Carte for Santan's signature meal of Nasi Lemak starts from MYR 12. With better serving portion and combo, it adds value to Santan's products.

3. The menu starting price at MYR 15.90 for their signature crispy chicken (A la Carte). This will cost more to consumers compared to Santan.

3. Ahh Yum's starting price for one of their signature dish, Nasi Lemak Basmathi served with chicken costs MYR 17.90. This is more costly than what Santan offers to customers.

## Delivery Partners

4. Delivery partners include Grab Food, Food Panda and soon AirAsia food.

4. 4 Fingers Wangsa Walk Mall has no delivery platform normally. They have this service only during MCO period.

4. Only Grab Food as delivery partner.



# Santan - Flagship Store Model



The flagship Santan restaurant was opened in December, 2019 in Mid Valley Megamall located in the heart of Kuala Lumpur. It is equipped with the state of the art technology including digital kiosks, tv screens and progressive web apps (pwa).





# Santan - Menu



Pak Nasser's Nasi Lemak  
Ayam Goreng



Pak Nasser's Nasi Lemak  
Ayam Rendang



Grilled Chicken Inasal Garlic  
Rice



Nasi Padang Beef Rendang



Thai Basil Chicken With Rice



Uncle Chin's Chicken Rice



Fried Chicken with Nam Prik Mayo



Chicken Satay



Gado - Gado



Chicken Popcorn with  
Assorted Sauces

DESSERTS RANGE (RM 12)



Burnt Cheesecake



Onde-onde Cake

DRINKS (RM 3 - RM 5)



Roselle Iced Tea



Calamansi Oolong Tea



100% Coconut Water



Pendang

MERCHANDISE



Nasi Lemak Sambal & Rendang Paste



Mushroom & Seaweed Noodles



Braised Beef Noodle



Tom Yum Goong Noodles



Hokkien Prawn Noodles



Terengganu Fish Cracker



Barbecue Flavour  
Potato Chips



Aged Liu Pao  
Chinese Tea Bags



Huang Jin Gui  
Oolong Tea Bags



Yunnan Pu Erh  
Tea Bags



Tie Guan Yin  
Oolong Tea Bags



Dried Pineapple  
(Rompin)



Milk Chocolate Almond



Instant Matcha Latte



Instant Classic Milk  
Chocolate



Nutty Caramel Crisps



Mixed Fruits & Nuts



Salted Peanuts



Roasted Cashew Nuts



Instant Teh Tarik

MERCHANDISE  
X BINGKKA



Tote Bag



T-Shirt



T-Shirt



Travelling Bag



Straw Set



Coaster

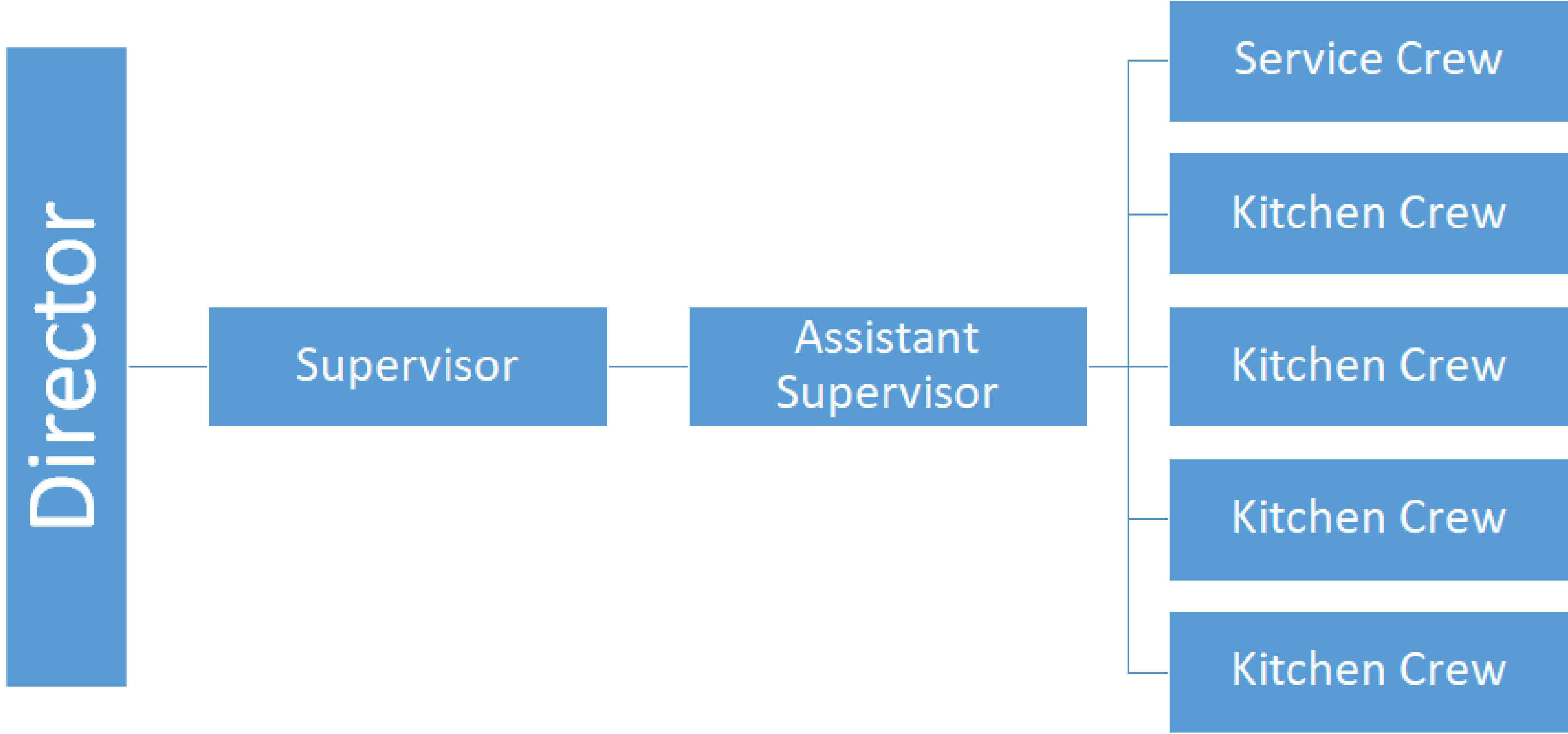


Name Card Holder



Flask

# Management and Organization - Wangsa Walk



# ISSUING COMPANY & DIRECTOR PORTFOLIO



The issuing company, RZ Fortunes Sdn Bhd, was incorporated on 17th September 2020 and is currently owned solely by Mr Rudy bin Tamizi.

Rudy graduated with a Diploma in Computer Science in 2003 from University Technology of Malaysia. He was previously working in Malaysia Airlines from March 2004 to September 2007.

Currently working in AirAsia and Air Asia X from October 2007 till to date as Cabin Supervisor in charge of Economy Class and Premium Class.

As Director of the company, he has a high commitment and vision to ensure that the performance and objectives of the company are met. He is passionate about F&B business despite this being his first experience in running a franchise business, with his vast customer service experience he is determined to ensure customer satisfaction is met while always maintaining the well-being of his staff. His goal is to expand the Santan Wangsa Walk Mall outlet in line with the growth strategy in order to increase the outlet's revenue and bottom line.



# Santan Wangsa Walk Mall Progress



.Santan Wangsa Walk Mall handover lot to commence on the 3rd week of December 2020 for the renovation and fitting works to begin.

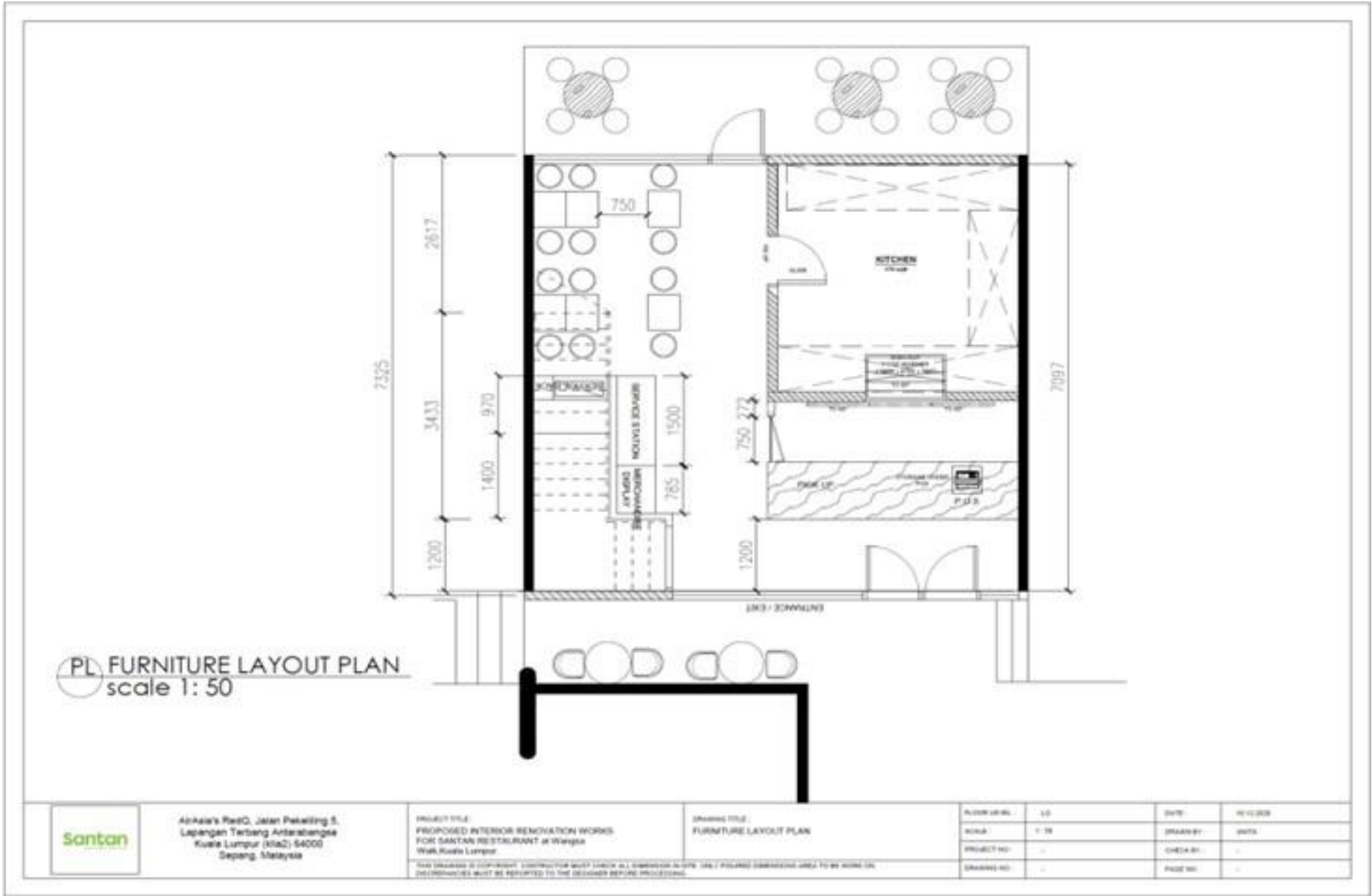
.Renovation and fitting out process will take approximately between 4 to 6 weeks to complete.

.Santan Wangsa Walk is targeted to launch on the 3rd week of January 2021.

.Recruitment drive will take approximately 4 weeks. Each successful candidate is required to undergo and complete his or her training of the Santan system conducted by the Franchisor prior to the commencement of the business.



# 3D View of Santan Wangsa Walk Outlet



**Layout: Santan Restaurant @Wangsa Walk**



**3D: Santan Restaurant @Wangsa Walk**



**3D: Santan Restaurant @Wangsa Walk**



**3D: Santan Restaurant @Wangsa Walk**



**3D: Santan Restaurant @Wangsa Walk**



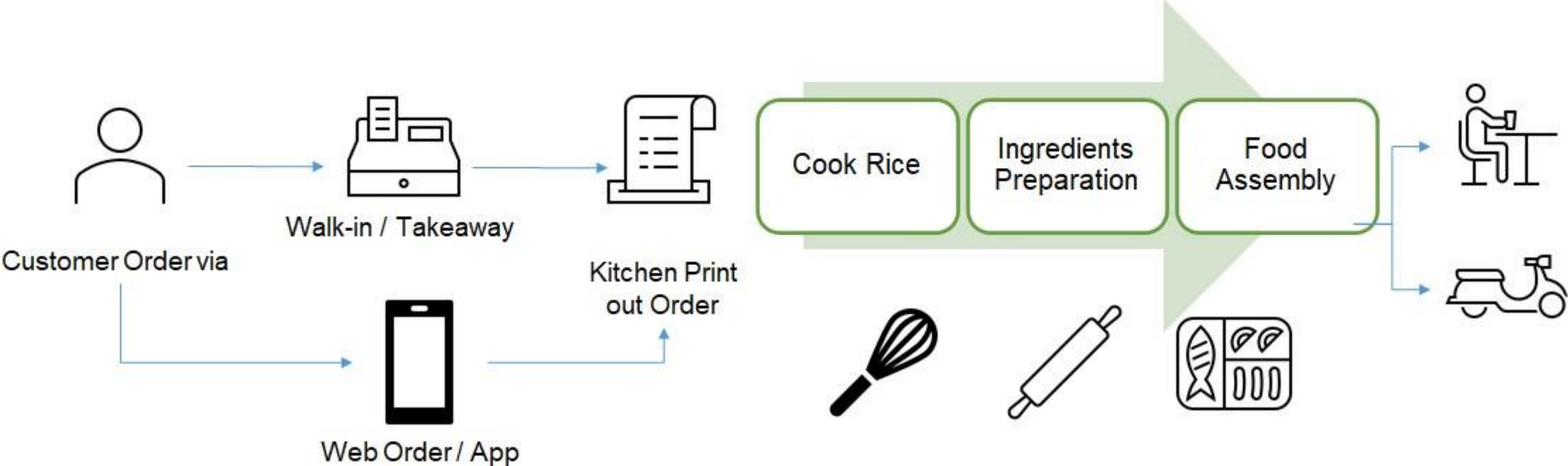
**3D: Santan Restaurant @Wangsa Walk**



**Facade: Santan Restaurant @WangsaWalk**



# Operations Standard Workflow



# Delivery Partner Platforms



# Marketing Strategy – Leveraging on AirAsia Ecosystem



Collect **data points** from various businesses within the AirAsia ecosystem



Leveraging **cross-business data** to understand customers' behaviour and apply target marketing

- Using data from **airasia.com** to identify lookalike audience
- Using data from **BigPay** to target customers who spends on F&B
- Target **BIGLIFE** members to spend & earn on Santan

**Analyse and utilise the data collected to improve business and operations**

**Increase Revenue**

- **Time-based targeting** (lunch/dinner), distance and lookalike audience to achieve better conversion
- **Dynamic promo and pricing** based on customer propensity to pay

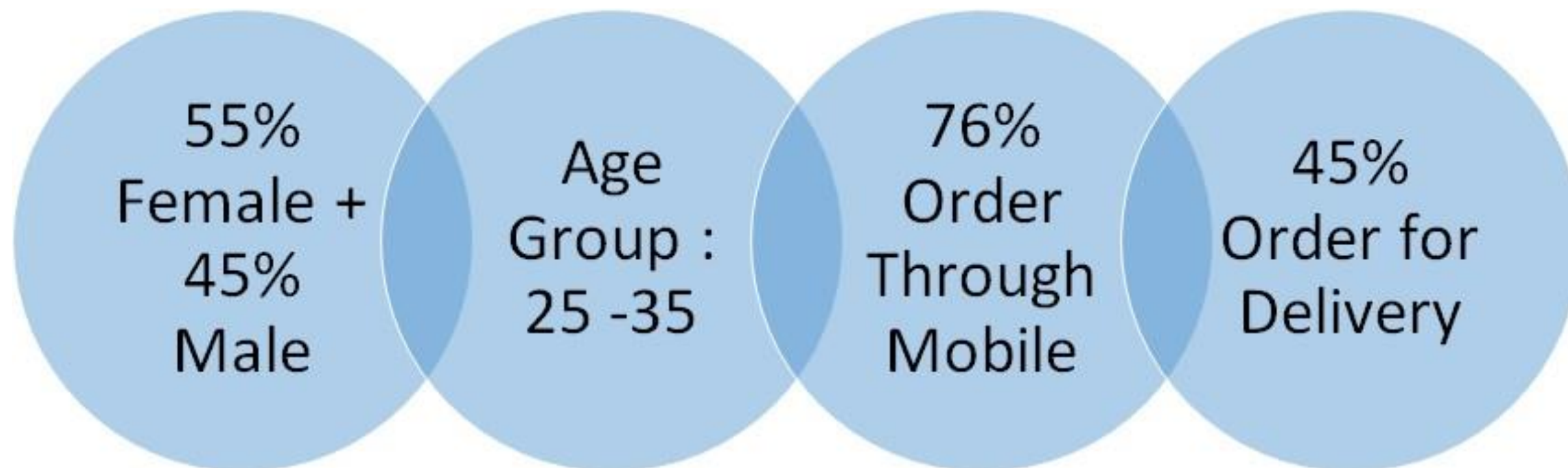
**Reduce Costs**

- **Demand forecasting** to estimate accurate production rate = reduced wastage
- **Data driven procurement** for better inventory planning = reduced logistic and storage costs

**Improve Experience**

- **Machine learning** enabling **personalised customer journey** and **customised products** based on historical purchases
- **Data-driven product development** based on customer preferences = high market affinity menu

- Consumers continue to order in using delivery services
- Online media and news channels becoming more popular
- Consumers sentiment still cautiously improving
- Adapting into the new normal - Physical distancing, wearing mask & cleanliness
- Eating more wholesome food
- Love hearty and comforting meals
- Key products our consumer love - Pak Nasser Nasi Lemak, Nasi Lemak goreng, Chicken Thai Basil
- Working adults, foreign workers and mall goers.



# Marketing Strategy – Opening Gimmick



Santan Restaurant will be opening the new branch in the heart of Wangsa Maju

Following up with the success of our Mid Valley and Sunway Pyramid openings, we will be mapping a similar opening gimmick as per below phases:

1. Teaser
  2. Actual Launch
  3. Sustaining
- \*Refer to next slides*

Headline: **We're open in WangsaWalk!**  
Sub: **So Sedap Meals has landed**

Statement: **Food loved by many, now available within reach**

Offering: **FREE Delivery within 20km radius**  
Promo Code: **STNWWSPDY**  
*\*Except for RTE & OEM*

# Marketing Strategy – Online Media



Platform/date	T-5	T-3	Opening Day	T + 1	T + 3
Organic Social Media	Teaser	Reveal 1	Revela 2	Promo 1	Promo 2
Push Notification		Reveal			
EDM		Reveal			Promo
Influencers			Reveal + Promo	Reveal + Promo	
Content Media			Reveal + Promo	Reveal + Promo	

**FREE DELIVERY**  
 Promo Code: **FREEDEL18**

**Santan**  
 From Asean with Love

**JUST Santan, IT NOW!**

Stay Home, Stay Safe.  
 Order your so sedap meals online and we deliver it to you for FREE.  
 Promo code: **FREEDEL18**  
 \*Free delivery up to RM8.

**GO FOR TWO**

Santan Value Meal for 2  
**RM 32.00**

**FREE DELIVERY**  
 Promo Code: **FREEDEL18**

**Santan**  
 From Asean with Love

**JUST Santan, IT NOW!**

FREE delivery when you order with us!  
 Order your so sedap meals online and we deliver it to you for FREE. Enter Promo code: **FREEDEL18**. \*Free delivery up to RM8 when you spend RM25.

**FREE DELIVERY**  
 Promo Code: **FREEDEL18**

FREE delivery when you order with us!  
 Order your so sedap meals online and we deliver it to you for FREE. Enter Promo code: **FREEDEL18**. \*Free delivery up to RM8 when you spend RM25.

Santan

26.7k Followers 42 Following

Home@Santan

FREE DELIVERY  
 PROMO CODE: FREEDEL18  
 0% No Service Fee  
 \* All Sat, Mon-Fri & Delivery  
 \$10.00 per item  
 #SantanWithLove

AYAM SO SEDAP

## Empowering the **ASEAN Economy**



We work with **Sabarica**, a local foundation supporting coffee farmers in Sabah, Malaysia



Our ASEAN story goes beyond bringing the best flavours from the region.

We work with local farmers and partners ensuring **sustainability** and **long-lasting relationships in our ASEAN community.**

## What makes us different?



We leverage data-driven intelligence and innovation through artificial intelligence (AI) and machine learning (ML)

## Self-Ordering Kiosks :

Restaurant automation and technology is rapidly changing the way restaurants operate and function. Integrated with the restaurant system Self-Ordering Kiosks are fast gaining momentum in changing the way orders are placed at quick-service restaurants with high footfall.

A self-ordering kiosk can be employed as a self-service food ordering system wherein the customers can place an order directly at the kiosk. The kiosk is a small free-standing physical structure that displays the entire menu for the customers to choose from. The orders are placed directly at the POS without the intervention of the cashier or server.

This is one of Santan Wangsa Walk's initiative and future plans to equip its premise with this technology in order to increase customer experience and as an added value in the premise.







Santan outlet in Wangsa Walk Mall will comprise of two split levels.

Currently, the ground-level section shall be utilized first for the Santan Restaurant operations (dining in, delivery and take away), this is partly to reduce the CAPEX (Capital Expenditures) to start the operations especially during the unprecedented time due to this pandemic.

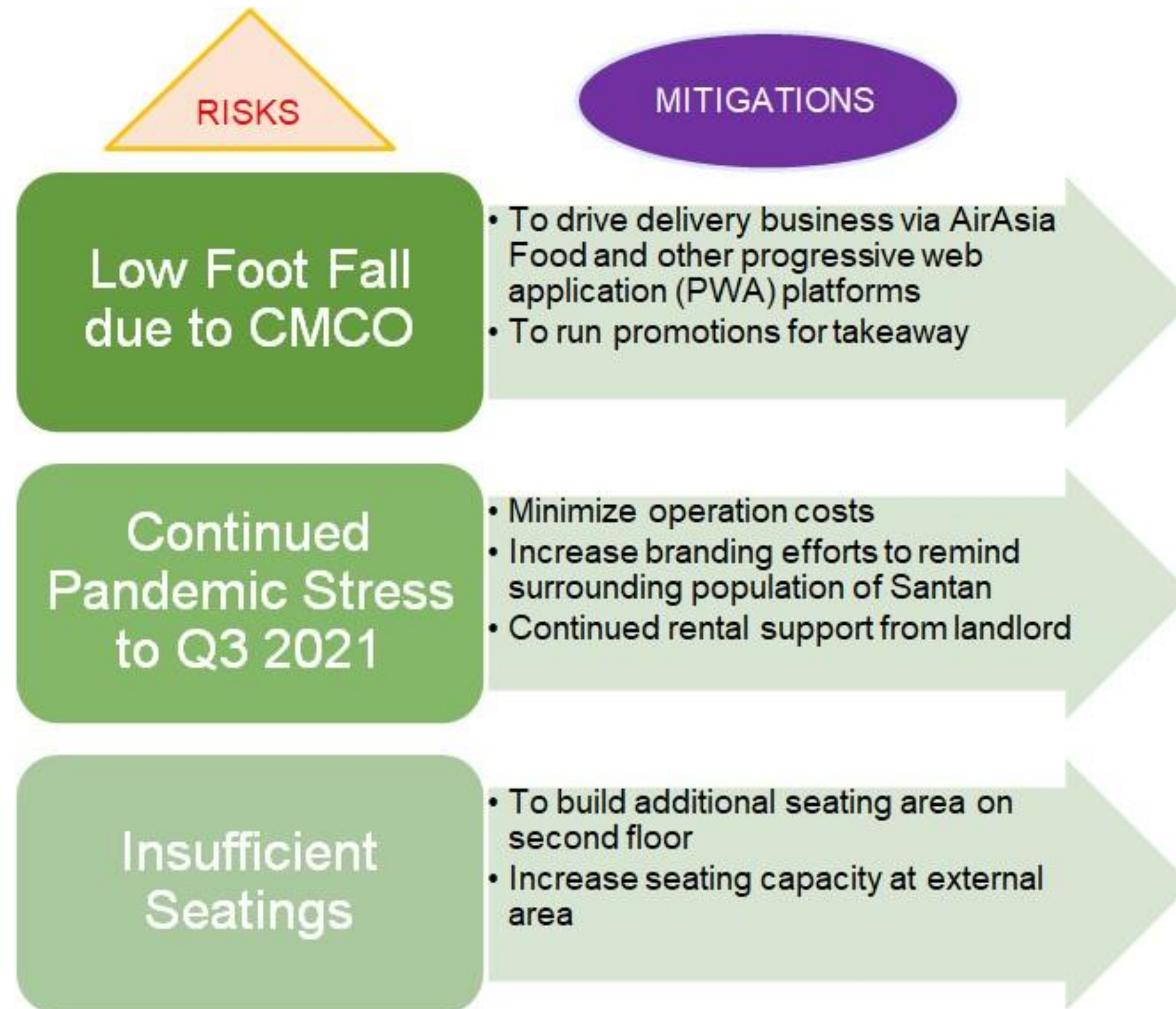


However, we believe as part of our future expansion and progress based on positive response from the market on the brand itself, we will target to doubling our outlet size and capacity by utilizing the upper-level section as well in order to capture larger traffic footfall in order to accelerate the sales performance.



**Wangsa Walk Mall Upper-level Section Pictures**

# Identification of Risks and Mitigations



# Five Year Financial Projection



	Y1	Y2	Y3	Y4	Y5
Revenue	1,420,080	1,491,084	1,565,638	1,643,920	1,726,116
COGS (@ 39%)	-553,831	-581,523	-610,599	-641,129	-673,185
<b>Gross Profit</b>	<b>866,249</b>	<b>909,561</b>	<b>955,039</b>	<b>1,002,791</b>	<b>1,052,931</b>
<b>Operating Expenses</b>					
Royalty & Marketing Fees (7%)	-99,406	-104,376	-109,595	-115,074	-120,828
Rental	-142,008	-149,108	-156,564	-164,392	-172,612
Manpower	-131,040	-137,592	-144,472	-151,695	-159,280
Utilities	-28,402	-29,822	-31,313	-32,878	-34,522
Aggregator Commission	-142,008	-149,108	-156,564	-164,392	-172,612
IT	-5,628	-5,628	-5,628	-5,628	-5,628
Misc	-28,402	-29,822	-31,313	-32,878	-34,522
	-576,893	-605,456	-635,447	-666,938	-700,004
EBITDA	289,356	304,105	319,592	335,853	352,927
Depreciation	-78,247	-78,247	-78,247	-78,247	-78,247
EBT	211,109	225,859	241,345	257,606	274,680
Tax (24%)	-50,666	-54,206	-57,923	-61,826	-65,923
Net Income	160,443	171,653	183,422	195,781	208,757

# Usage of Funds Raised



Items	Total
Rental	
- Earnest deposit	RM 8,476
- Security Deposit	RM 25,428
- Utility Deposit	RM 7,000
- Renovation Deposit	RM 5,000
Renovation	RM 189,144
Furniture, Fittings & Fixtures	RM 34,425
Equipment	RM 108,000
POS System	RM 26,758
Kitchen Utensils	RM 5,288
TOTAL Setup Cost	RM 409,519
Total Funding Required	RM 410,000

# Investment Opportunity



	Minimum Target	Maximum Target
Target Amount	RM200,000	RM400,000
Type of Shares to be Issued	Non-Redeemable Ordinary Shares	
Pre-Money Valuation	RM1,600,000	
No. of Shares Before Funding Exercise	1,000	
Price per Share for Equity Crowdfunding	RM1,600	
No. of Shares to be Issued	125	250
Post-Money Valuation	RM1,800,000	RM2,000,000
Equity Percentage Offered	11.1%	20.0%
Minimum Investment Ticket	<b>RM5,000</b>	

Rudy, owner and current sole shareholder of the Company, has committed in writing to announce a **dividend of 7% out of the Company's net profit for the year, annually over the next 5 years**, provided the Company's net profit performance each year is at least within 90% of the net profit figures stated in the 5-year financial projections.

Furthermore, Rudy also undertakes to allocate the ratio of the announced dividend for the first 2 years on a **99:1 ratio, favouring towards the Company's other shareholders**. This highlights Rudy's commitment towards the growth of the business and its shareholders while ensuring Shariah compliance is fulfilled.

Ethis Malaysia targets to offer secondary market trading before end of 2021 or early 2022, pending regulatory processing. Once this function is enabled in the future, investors will then be able to trade and sell their shares on the Ethis Malaysia platform.



**E T H I S**  
**MALAYSIA**



**THANK YOU!**

***airasia***

**Santan**  
From Asean with Love