



**E-SUN
Hospitality Consultancy**

We Train Winner



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Company Profile

www.eshoc.com

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An Introduction....."Beyond ideals "

EShoC merely provides in-depth management solutions, state of the art system analysis, cutting edge ideas and innovative concepts for restaurant/hospitality operators and investors. We are based in a satellite city of Petaling Jaya in the Metropolitan of Kuala Lumpur, Malaysia (South East Asia Region).

EShoC extends unique consulting approach and managing ideas for restaurant/hospitality establishments with Eastern and Western motive. Our consultants have a combine half a century hands on experience in the field from every level of restaurant/hospitality operation. Our views and consultations are multi angle, as we know a successful hospitality/restaurant operation depends upon sound business decisions, clear concept, direct vision, trained employees, and customers' absolute satisfaction.

EShoC's consultants are more global then most of the American and European consultation companies. We have hands on experience in dealing with western, fusion, and eastern restaurant/hospitality operation & setup at various stages. Our global hospitality/restaurant networks web, *(from Beirut Lebanon, Jacksonville Florida, Wichita Kansas, New York, Tokyo Japan, Singapore, Siem Rep Cambodia, Chennai India, New Delhi India, Bangalore India, Penang Malaysia, Johor Bahru Malaysia and Kuala Lumpur Malaysia)* enable us to tap into the pool of experts for the best advice, innovative ideas and accurate solutions because;

"EShoC consults today for tomorrow's winners".

If your restaurant/hospitality is suffering from "bottom-line blues", it's time to turn to **EShoC**, a consulting company that understands the unique challenges associated with shrinking profits in the restaurant/hospitality industry in Malaysia and globally as the competition getting stiffer by day. Our collective 50 years of "hands-on" experience with complete and critical understanding of the modern day challenges. We consult for every BUDGET level of investments.

EShoC is changing the very nature of consultancy rendered in Malaysia and globally.



*A century Old train Depot turned into a TOP Fine Dining of Midwest of Wichita, KS (USA) 2000
Managed & Owned by ESHoC Malaysia*



Complete Employee Training Provider: Restaurant/Hotel

"Learn and Earn"

Knowledge and knowing how is the turnkey factors for success operation in hospitality/restaurant. EShoC completely in agreement with that notion, as the learned says, *"Illiterate of the future is not the one that does not know how to READ but how to LEARN"*. EShoC provides a comprehensive training and coaching packages for every level in hospitality operation. Service, management, finance, chef, wine, bar and much more Ours are based on hands on experience and very real case studies approach. The knowledge learned here will avoid unnecessary expense on errors and less accurate decisions.ve training packages *"Smartest' learn from experience of others"*.



One Stop Consultation for New or Existing Restaurants

"A to Zee, we make it easy "

- **EShoC** offers expansion ideas to design and create *NEW* restaurants keeping in mind the investors' manifesto, vision and portfolio. We include services which include interior design concepts through our affiliates; menu engineering and recipe manuals using our very own qualified chefs; management systems and training. through our management specialists; software, POS/CRM system, labor training, bar stock, wine menu, inventory, hospitality management and costing experts through our very own *"know how team"*
- We seed your idea, grow your money and multiply your investment.



Hospitality/Restaurant Association's Advisory and Management Service

"Your investment, our management"

- **EShoC provide** a complete service, ideas, advice and consultation for Hospitality related

associations to omission ESHOC in the capacity of advising or partnering or managing the association with elected or selected EXCOs. Eg. We could manage the memberships, association office, websites, organize events for members or members service centre and such



POS & CRM* Software/Management IT Solution & Costing

"Count the pennies before hound the million "

- **EShoC** offers *CUSTOM MADE POS* software solutions or general software for various applications of hospitality/restaurant operations.
- We TRAIN operators, owners, managements and employees about software & POS system.
- We use software solutions or manual system to *TRACK* inventories, sales, taxes, discounts, waste, domestic usage, lost, productivity, costing, wages and etc.
- We also render *TECHINICAL* support on hardware and software for restaurants. Those include upgrading, formatting and setting up software solutions.
- Technical workshops for employees and management in optimizing software solution for better productivity and profitability.



Ministry of Health's Food Handlers Training - ALKEM

"If it is food, we would"

- **EShoC** offers training for food handler training to be certified and fit to serve and be working in food related environment. It is a statutory requirement to be going through proper training with ALKEM, and EShoC is a certified training partner of ALKEM



120 Days Restaurant Turn Around: Money Back Guaranteed

"Failure of the past is the frontier of the future"

- **EShoC** offers attractive packages to small and medium sized restaurant owners. Re-organize their operation to maximize returns, to improve sales, to improve profitability, to do damage control, and re-branding.
- Our detailed analysis of a restaurant operation gives the owner various tools in maximizing investment profitability and improves the accuracy of decision making.
- We offer a comprehensive study and analysis of restaurant operation for owners or management teams to assist in making more informed decisions.

- We also offer Profit and Loss analysis.
- We analyze past sales and operation, to help plan future improvements on INVESTMENT.



Halal Consultation and Certification

"Understand the market, expand the target"

- **EShoC** offers restaurants, manufacturers, suppliers and all complete service in getting their operation, services or product to be fully certified by Islamic authorities to be compliance with Islamic requirements
- We too offer training related with halal certification and concepts



Restaurant Franchise Development

"Local taste global place"

- **EShoC** helps restaurant owners create and market credibility, goodwill and the name of their hospitality/restaurant business into a newer, more profitable concept that has been so popular in the West with little or no investment at all. E.g. KFC, MacDonald and others.
- Corporate franchising ideas.
- Corporate Lease-Out or Lease to Own (Lindy Andeel Approach)
- Franchise Supporting Industry ventures. E.g. Ingredients, paper products, training, marketing, etc.



Innovative Marketing Strategies

"Is not what you sell, but how you sell it"

- **EShoC** offers various ideas in marketing to target groups, through conventional and unconventional methods.
- We offer goodwill and loyalty programs for restaurant patrons.
- We offer various techniques marketing for in-house customers
- We offer catering and special event marketing ideas and development concepts.
- We offer web design service.
- We offer new ideas and products for marketing. Recipe cards, cooking classes, wine tasting and other innovative ideas.





Courtesy of Amerill LIVE. Adapted from FOODNETWORK

Event Creativity & Logistic Consultation

"For any reason or any season"

- **EShoC** offers consultations for special F&B or Restaurant/Hospitality events, event logistical engineering, organization and event management. E.g. Chef Fair, Cooking Competition, Food Fair, Hospitality Fair and others.
- We develop the concept, logistics, administer the idea, manage the event and market the event.
- We consult and organize the opening ceremonies of hospitality/restaurant events.
- We consult and organize Hospitality/Restaurant workshops, symposiums and seminars
- We consult on and organize annual dinner galas or dinners and dancing.
- We consult on and organize diplomatic/government dignitaries events.
- We consult on and organize concept and theme weddings.
- We consult on and organize mansion and house warming parties.



Food TV Program & Media Commercial Conceptualization

"Taste of Malaysia, truly Asia"

- **EShoC** also specializes in TV program consultation. We have extensive experience in TV program consulting in the hospitality/restaurant industry.
- We are the pioneers in this field in Malaysia and the Southeast Asia region. We have aired some of our consulted and hosted programs in Australia, UK and Canada.
- We also have available several program ideas that can be sold or made available for consultation to appropriate parties for pilot productions.
- We provide program details, logistics, marketing ideas, target groups, and contents.
- We are currently airing hospitality or food related TV programs with interesting content, creating star ships, re-branding and rejuvenating concepts.



Complete Restaurant Operation Service

"Your investment, our management"

- **EShOC** consults with you on having our company deal with the management issues and the task of your Hospitality/restaurant operation in its totality on behalf of investors. We report and manage the operation for the investors.
- We project, manage and report the operation as per the contract agreement between investors and EShoC.



Mystery Diner Service

"Mystery mission, clear vision"

Customer Service is the difference between the success and failure for many restaurants in the new Millennium. As service becomes more and more important to the educated consumer, companies are evaluating, documenting and measuring the level of service the customers are receiving, and how their employees are performing. Mystery Diners are being hired to provide an unbiased look at your restaurant – to measure and evaluate the level of service being provided based on your restaurant's criteria.



Sales & Purchase Consultation

"Undersold o rover Priced."

EShOC provides a unique service that posse as trademark for our deep commitment in this industry. That is assistance scheme for owners/investors to sell and buy hospitality operations. We offer services such as evaluation for the business, proper inventory, pricing of the operation and analyzing goodwill value. We also connect our clients with mutual needs of buying or selling. Our services are not commission based but consultation fee based.



Organizing Hospitality/Restaurant Educational Seminar or Talks

"Talk the Matters, Deal the Factors"

EShOC offers seminar all around year at various region and countries to give unconventional outlook of the industry and in dept understanding of hospitality issues. We do not impose borders on our think tank, so our innovative approaches are always been seen as out of box thinking. We deal with the issues that are not usually spoken publicly and important to many restaurants/hospitality establishments. A strong and vibrant hospitality industry will advance even more the uniqueness of Malaysia as Truly ASIA to tourist and foreign investors.



Business Guarantee Charters



Professional Consultation Guarantee

EShoC's advice, recommendations, solutions and consultations are accurate as per information provided. In other words, "Garbage in, garbage out ". EShoC guarantees the quality of consultation par with level of information accuracy provided and client cooperation. We guarantee the best consultation within rational and possible circumstances.



Non - Competing & Business Ethic Charter

EShoC complies with the highest business ethics of consultation and non-disclosure to competing clients with information collected from other consulting and competing clients. EShoC assumes full liability in the event we intentionally disclose information regarding a competing party which may cause harm to the business and trust of consulted parties.



Private & Confidentiality of Information Guarantee

EShoC is not affiliated in anyway or manner with any government agency openly or privately, or public accounting and public auditing company. Client sensitive information regarding the business, operation, profit/loss, competition edge, investment, cash flow, recipes, management, wages, intellectual property, etc., will be kept private & confidential at all times. **EShoC** assumes *FULL LIABILITY* of information that leaks from **EShoC** intentionally/negligently, in which the information proves to cause direct or indirect financial or any form of damage. Investors and owners need not be concerned regarding our security. We have state-of-the-art security in place systematically and technologically safeguarding our clients' information.



Intellectual Property Rights & Consultation Copyrights

EShoC reserves complete and absolute right to and over intellectual properties of consultation and advice rendered. Client may not commercialize or trade for profit any part of the consultation solutions. No part of the consultations and solution techniques that could potentially damage our commercial standing and credibility in the market. Client may not pattern the style, system or ideas and concept in any form or shape without prior permission and written release from **EShoC Malaysia**. This clause may be relaxed for Franchise Development Clients.



Business Office Information

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