

# Kitchen is where Arun takes off

## Aerospace engineer goes big in culinary business

By VANITHA NADARAJ  
vanitha@thestar.com.my

**H**E left Malaysia to study aerospace mechanical engineering in the United States but after graduating, Arun Dorasamy decided to do a second degree - in culinary.

Instead of building aeroplanes, Arun has been operating restaurants in the US and further sharpening his culinary skills for 18 years.

He returned over a year ago to see how he could help make Malaysian cuisine a staple in the global scene and has no regret.

There is no reason to because he said his culinary consultancy business has grown by 270%.

"We have a wonderful array of cuisine which is of world-class but we are lacking in the service section. So, what I have been doing is teaching people how to better their services," he said recently.

Arun, who is in his 30s and from Paloh in Johor, has been helping many young entrepreneurs here to start their restaurants and show the existing ones how to attract more customers.

He is now working out the details for a cook show that will focus on food that do not get much publicity.

"The food that the orang asli prepare, the food that is used for offerings or at funerals - these are the types of food I would like to showcase in my new TV pro-



**Marketing:** Arun promoting his business to other entrepreneurs at the Yesnet gathering in Petaling Jaya.

gramme," he said.

Arun is also helping Yayasan Strategik Sosial under the MIC to train single mothers as bistro cooks.

He credits a major part of his success to the networking and training that has been opened up to him through the Young Entrepreneurs Networking grouping or Yesnet under the Kuala Lumpur and Selangor Indian Chamber of Commerce and Industry.

Arun said through Yesnet, he managed to get numerous clients and also find out about the grants and loans offered by the Government and its agencies to entrepreneurs and those aspiring to be one.