### Introducing

# SCR Business Franchise







**SCR** CORPORATION SDN. BHD.

LOT 7487 - 7489, 1st FLOOR, BLOCK 16, TAMAN TIMBERLAND, 3rd MILE, JALAN ROCK, 93200 KUCHING, SARAWAK MALAYSIA.

tel : +6 082 - 233822 fax : +6 082 - 233800; 235470 email : scrcorp@streamyx.com





#### Message from the Founder

Dearest Applicant,

Firstly, I would like to thank you for your interest in our franchise, and congratulate you in your intent to broaden your opportunities!

Building your own lucrative business is both exciting and challenging, and we speak from 25 years of experience. As the market leader of mid-scale casual dining concept restaurant in East Malaysia and Brunei, we plan to replicate our concept on a regional level. Target expansion



programmes will inaugurate from West Malaysia, to Indonesia, Singapore and finally China and beyond.

SCR specialises in offering varieties of food that are easily acceptable by the public. The Menu is rice and noodle based, with increasing selection of side dishes credited to our Research & Development team. All our restaurants are HALAL certified by JAIS (Department of Islamic Affairs of Sarawak), ISO certified and our Food Processing Unit strictly observes Good Manufacturing Practice (GMP). We are also in the process of applying for HACCP. These certifications further uphold our Motto "Our Promise of Quality, Service and Taste".

There are currently 35 outlets and we are geared up for 5 more by the end of the year. We are confident that with our brand in your good hands, we will increase an additional 50 outlets within the next 5 years.

To me, if you are going into any business it has to be well accepted by the general public. This means quality food, courteous service, pleasant ambience and value pricing. We recognise that franchise opportunities are aplenty, but what you have in mind should be a strong brand that has proven stable over time, offers growth and commits to the community. All the above criteria embrace the essence of our company.

This is your opportunity to become part of SCR Corporation's family, and together, place trust in our brilliant team of professionals to take us to newer heights! If you share our eagerness, we look forward to hearing from you.



Johnson Tan Managing Director

# SCR Brand, Vision, Mission and History

#### The SCR Brand





The SCR brand name is more than just a sign over our outlets and the logos. It carries and reflects our core values and beliefs. It is a holder of the ISO 9001: 2008 Certification with Certificate No.: ACSMA 072 and HALAL Certified by JAIS.

#### **Quality, Service and Taste**

In all our outlets, freshness of ingredients is our top priority and use of kitchen essence has to conform to standards of appearance, texture and most importantly, flavour and aroma.

While serving customers, our staff will follow stringent guidelines of service. This is to enhance the level of our customers' satisfaction and to meet their overall expectations.

At the same time, our secret recipes are constantly tested and perfected by our R&D team, in our continuing efforts to introduce innovative, different and a wide selection of menu choices to meet varying demand.

Both SCR and SCR Xpress (introduced in early 2007) plan to strengthen their unique dominance with ongoing improvements to our quality and services.

#### Ambience, Distinctive, Value

Step into our welcoming restaurants with warm ambience and stylishly decorated settings, where the atmosphere will surely make one's experience unforgettable no matter what the occasion is.

Emphasis is not solely on food quality, but also from the design, new flavours, textures and presentation right up to the choice of cutleries, which add that extra "oomph" into every distinctive menu.

**SCR Xpress** offers a five-star restaurant experience but the food and beverages are pleasantly affordable. An average customer will be able to appreciate its quality service, ambience and uniqueness.

#### A Brand with a Conscience

At SCR, making a deliberate choice to buy raw ingredients from the local market is inherent in our values. By practicing such values, we create opportunities for the local community, and ultimately aim to change and improve their lives.

#### Innovation

We make every effort to keep our product range fresh and interesting by conducting continuous product development and improvement. It is crucial that we attract new customers while creating brand loyalty among existing customers to increase our customer base for long-term growth.

#### **SCR Restaurant**

- A perfect family & friends restaurant for pleasure
- A typical shop lot size of 2,000 sq ft

Locations would be in the malls, exclusive sidewalks, tourist attractions and hang out areas. The outlet concept could also be located within a building or as a standalone shop lot.

#### What is behind the success of SCR?

#### Vision

 To be the leading integrated food services group in Asean and beyond, embracing customer needs through innovation, consistent quality products and unparalleled customer satisfaction.

#### **Mission**

 We, The Food People, strive to create Happy Customers in every visit to Our Family Restaurant, promising Quality, Service and Taste.

The core values guide our actions as we strive to achieve our mission:

- 1. High quality food and superior service within a clean, welcoming environment, at great affordable value.
- 2. Recognize talent, and develop leaders. To create a diverse team of well-trained individuals able to work together in an environment that fosters respect and drives high levels of engagement.
- 3. Owner-operators, suppliers and employees are the basis to our foundation and the balance among these three core stakeholders is key.
- 4. Ethical business operation is on our minds, with the highest possible standards of fairness, honesty and integrity.
- 5. SCR emphasize on giving back to our communities, where we are committed to sustainable business practices and are determined to conduct our operations in a manner that does not compromise future generation to fulfill their needs.
- 6. Our stakeholders support our ability to serve our customers. As we grow our business profitably, we work to provide sustained, profitable growth for all members of our system and our investors.
- 7. As SCR continuously strive to improve, we anticipate and respond to changing customer, employee, system and community needs through constant evaluation and innovation.

#### **Our History**

"On opening day, everybody wondered how many chickens we could sell. 'Ah Meng' (business partner) said perhaps 20 to 25. Therefore, I told him, because our concept was different, to double it to 50 chickens. He was very pessimistic. We opened for business at 10 in the morning and by 12.30pm the 50 chickens were all sold." - Johnson Tan, 1987

Those were the exact words recalled by SCR Managing Director, Johnson Tan who then, was beginning to operate the first SCR outlet together with his partners, which was officially opened in July 1987 at Jalan Song Thian Cheok in Kuching.

After 25 years, today SCR (acronym for: Singapore Chicken Rice) outlets are synonymous as a Sarawak based and renowned HALAL family restaurant operated by SCR Corporation Sdn Bhd, a company incorporated in Malaysia.

SCR's new innovative concept as the first local outlet to sell chicken rice in an air-conditioned environment with servers in uniforms has struck a chord among diners and attracting people from all walks of life.

"We started getting long queues everyday for dine-in and takeaways," said Johnson.















## Continuous Training and Upgrading of Staff

#### **Continuous Training and Upgrading of Staff**





A comprehensive operational and staff development training will be provided. Through this training, franchisees will understand how to deliver great customer service and will be able to operate a SCR outlet in a professional manner.

We recognize that a thorough understanding of what it takes to open and operate a SCR restaurant is essential for your success. That is why training and ongoing support is so important. You will receive ongoing education that provides useful operating, marketing and advertising information.







#### **Research and Development Support**

Continuous Research and Development reflects our strong commitment to maintain a competitive advantage in the business. SCR Franchisees can rest assured that the SCR Business Model would continue to remain relevant, vibrant and appealing to all.

Our Research and Development Department works with approved vendors; testing and developing new food items, products and equipment. The R&D Department approves all food products that are permitted to be served in SCR restaurants:

- All SCR products must meet our specifications.
- As your nutritional requirements change, our R&D Department will work with our vendors to provide products that meet your needs.

#### **Restaurant Outlet Design**

Our Interior Design Associates can assist you with custom floor plans for decor and equipment placement for restaurant outlet modifications. We believe that a professionally designed site is beneficial, in order to:

- Enhance the image of the restaurant
- Present the product and services to their best advantages
- Facilitate easy maintenance
- Increase efficiency
- Provide the proper customer flow





#### More Features! More Benefits! More Business!

#### **Our Franchise**

SCR will assist you in unifying promotional images, from corporate identity to space planning, from advertising and marketing to employee attire, from menu packaging to interior designs.

#### **Experienced Management Expertise and Franchise Support Staff**

A key factor in determining the franchise success and its transfer to the Franchisees will be to share our experience and proven tools for retaining quality employees.

#### **Business Set-Up Assistance**

Assistance will include advice on site selection and renovation of the specified outlet.

#### **Effective Advertising and Promotion Programmes**

We will guide you throughout your advertising and promotion plans up till implementation. These activities are modeled after the SCR proven Marketing Plan.

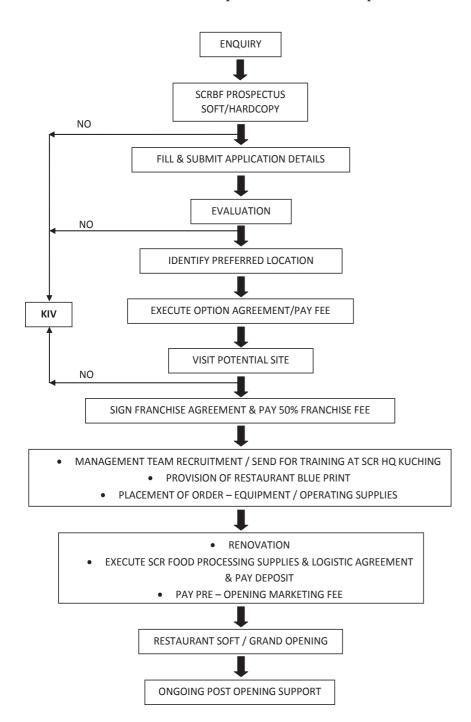
#### **Initial Support**

- Overview and the Market Place
- Training Employees
- Staffing
- Equipment Order
- Setting up Your SCR outlet
- Outlet Design
- Opening



This should be sufficient for you to confidently start your business. Once you begin gaining customers, continuous ongoing support is always available for you to help ensure the whole process runs smoothly.

#### Streamlined Steps to SCRBF Ownership



### 'Be the talk of the town by owning a SCR franchise'

- Applicant submits interest towards SCRBF and establishes contact with SCR. Based on a successful review; the Applicant will be sent a Franchise Application Form.
- 2. Applicant completes and submits the SCR Franchise Application Form.
- The Applicant will be invited to attend an interview at SCR Headquarters at 1st Floor, Lot 7487-7489, Block 16, Taman Timberland, 3rd Mile, Kuching, Sarawak.
- Applicant to seek approval from SCR on the outlet site upon identification. SCR will provide guidelines to the prospective Franchisee to self analyze the location.
- 5. Upon consenting to the desired location, SCR shall issue a site-specific Franchise Agreement.
- 6. SCR approves the construction plans before renovation begins.

# Franchise Information





■ Typical Restaurant Size: 1, 800 – 2, 500 ft²

■ Investment Range: RM 450, 000 – 700, 000

■ Franchise Fee: SCR Restaurant: RM 70, 000

SCR Xpress: RM 90, 000

■ Franchise Business Duration: 5 years

Royalty Fee: 4% of Gross Turnover

Advertising and Promotion: 3% of Gross Turnover

For Business Contact & Enquiries, we are reachable at:

The General Manager, SCR Franchising Division, Lot 7487-7489, 1st Floor, Block 16 Taman Timberland, 3rd Mile, Jalan Rock, 93200 Kuching, Sarawak, Malaysia.

Tel. +6 082-233822

Fax: +6 082-233800; 235470

Email: scrcorp@streamyx.com

Website: www.scr.my

**SCR FRANCHISE APPLICATION DETAILS** 

Dear business partners, greetings!

We would like to take this opportunity to thank you for your interest shown towards the SCR Franchise

Program.

In order to assist us to further process your application, we would appreciate that you fill up this

application form completely and truthfully. However, if a particular item does not apply to you, please

indicate N/A.

All information provided in this form must be current and accurate. You can rest assured that your

information will be kept confidential. Please kindly be informed that completing and sending this form

back to us will not obligate you in any way.

Upon receipt, we will process your application and revert back to you as soon as possible.

Thank you for choosing SCR.

You will be hearing from us shortly.

Sincerely,

The Food People within Our Great Family Restaurant





SCR Corporation Sdn Bhd.

Lot 7487-7489, 1st Floor, Block 16, Taman Timberland, 3rd Mile. 93200 Kuching, Sarawak, Malaysia.





#### **SCR Franchise Application Details**

(KINDLY TYPE, OR OTHERWISE WRITE LEGIBLY IN BLOCK LETTERS. THANK YOU.)

Most Recent			
Passport Sized Colour Photo	- -		
Postal Code :			
NRIC No :		Passport No	:
Date of Birth :		Age :	
Nationality :		Gender	
Email Address :		Telephone No	:
Fax No :		Mobile No :	
Religion :			:
Spouse Name :			:
Present State Of Healt	h :		
Language(s) Spoken:			
Language(s) Written:			
Highest Education Qua	alification :		





#### **Employment History**

No.	Company Name & Address	Period	Last Position Held

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#### **Franchise Plan Ownership Information**

**Location Preferred** 

	Location	Town/ City
1 <sup>st</sup> Choice		
2 <sup>nd</sup> Choice		
3 <sup>rd</sup> Choice		

How do you intend to operate your franchise? Please tick (V) one.

Sole Proprietorship	
Legal Partnership	
Corporation	

I am interested as an:

Owner / Operator	
Owner / Investor	

#### **Commitment on SCR Franchise**

1.	How do you know about the SCR Franchise?
2.	Do you have the proposed location to operate? Please provide details and plans if affirmative.
3.	If your application is successful, when could you begin?
4.	Kindly provide reason(s) for your interest in this SCR Franchise.
5.	How do you propose to finance your investment?





Amount of **CASH** available to invest in SCR Franchise business. Kindly tick (v) where appropriate.

Below RM 80,000	
RM 80,000 – RM150,000	
RM 150,000 – RM 300,000	
RM 300,000 – RM 500,000	
Above RM 500,000	

Amount of loan to source from financial institution if you decide to borrow. Kindly tick ( $\lor$ ) where appropriate.

Below RM 200,000	
RM 200,000 – RM 400,000	
Above RM 400,000	

• Please include below any additional information that you believe will assist towards the evaluation of your application.





#### **Business/ Financial Profile**

#### **Company Information**

Company Name :	
Company Registration No. :	:
-	;
Nature of Business	:
Years in Business	:
Telephone No	: Fax No :
Authorized Capital	: Paid Up Capital :
Names of Shareholders	:
Contact Person in Charge	÷





#### **Business/ Financial Profile**

<u>A.</u>

No.	Name of Other Business currently engaged in	Nature of Business	Total Investment of Applicant	Annual Sales of Business

<u>B.</u>

No.	Name of at least 2 Business Associates (For Reference only)	Business Address	Tel Contact

<u>C.</u>

No.	Properties Owned	Fair Market Value To Date

<u>D.</u>

No.	Bank/ Financial Institution References	Address and Tel. No.	Contact Person





I/ We the undersigned, warrant that all information provided herein are current, true and correct to the best of my/ our knowledge.

I/ We understand that any incorrect statement and/ or misrepresentation or omission herein provided shall be sufficient cause for the outright rejection of this application.

Signature Full name	Date
Signature Full name	Date
Signature Full name	Date

#### Please take note:-

- 1. The acceptance of this application form is not itself as admission of liability and/ or obligation on the part of SCR Corporation Sdn Bhd.
- 2. This is an application form for SCR Business Franchise and hence it shall not be construed as a business contract in any way.





#### **Documentation required upon Submission**

A. For I	ndividual Application
	Applicant's most recent passport size, colour photo
	Photostat copy of Applicant's NRIC (Both Sides)
	Copy of latest 3 months Bank Statement(s)
	Processing Fee of RM 50.00 in cheque/ Bank Draft made payable to;
	SCR Corporation Sdn Bhd (335311-H)
B. For C	Company Application
	Certified true copy (CTC) each of Company's M&A, Form 9, 13, 24, 44 and 49
	Copy of latest 3 months Bank Statement(s)
	Processing Fee of RM 50.00 in cheque/ Bank Draft made payable to;
	SCR Corporation Sdn Bhd (335311-H)