



Inquiry form



HAILAM TOAST
1935

A KLUANG KOPITIAM

Pitch Deck



Brand Story

A homegrown gem that has rapidly become one of Kluang's icons, Hailam Toast 1935 is a traditional Hainanese style kopitiam that offers classic Kluang coffee, kaya toast, and a range of other local favorites. At Hailam Toast 1935, our standard for the quality and freshness of our ingredients has made us a must-try for food lovers near and far, capturing the authentic taste of everyone's favorite local delights, and making us one of Kluang's kopitiam icons.



Click the link for more details: <https://www.facebook.com/HailamToast1935HQ>





Why Choose Us

'Use of quality raw materials, control of hygiene, integrated supply chain, and constant innovation are our drivers of growth in the ever-changing food industry'

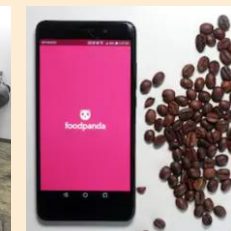
- We rationalize the rising consumer demand for native and authentic offerings that bring back nostalgic food memories
- We are concerned with ensuring food safety and quality in the interests of consumers
- We revitalize the traditional Hainanese 'Kopitiam' through a time-tested operating model. The result is a modern 'Kopitiam' with a systematic approach to hygiene in food processing, and complete cultural integrity

Our Solutions



- Extensive operational experiences in outlet chain management
- Integrated supply chain and logistics, fully independent central kitchen, and innovative R&D system
- Cloud-based food delivery, inventory, and POS system
- Adaptive workforce training curriculum
- Robust quality assurance (QA), operational auditing, and monitoring and evaluation
- Timely and effective marketing instruments
- Comprehensive accounting and human resources (HR) management package

'We are dedicated to performance and providing bespoke solutions and consulting for your business needs'





A KLUANG KOPITIAM

Investment Pack





Inquiry form

KOPITIAM MODEL

Investment breakdown	Estimates
Kitchen equipments	RM80,000
Interior renovation and fit out	RM203,000
Small kitchen equipments and machineries	RM50,000
Furnitures and table wares	RM50,000
Operation and KAP items (Signage/menu/ POS system/marketing and branding materials)	RM70,000
Opening marketing fees (One-time)	RM5,000
Training fees	RM12,000
Technical support fees	RM5,000
Licensing fees (5 years)	RM75,000
Initial investment (Total estimates)*	RM550,000
Security deposit (Refundable)	RM30,000

*Total initial investment excludes deposits (central kitchen, utility and other deposits as applicable)



HAILAM TOAST
— 1935 —

'We aim to help develop and grow your food and beverage business portfolio, with prudence and care'



Inquiry form

KOPITIAM MODEL

Ideal size range	>1,400 sq ft
Type of service	Full-service restaurant
Customer profile	Families, Working adults, Youths
Seating capacity	60-120 pax
Manpower/ Days	8-12 pax (per shift)
Ideal size range (Kitchen, Bar, Store)	400-600 sq ft
Service team	10-15mins
Average cover	±RM15.00



HAILAM TOAST
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KOPITIAM MODEL

Scenario (Monthly basis)	A	B	C	D
Sales (Breakdown)				
Sales projection/ Monthly	RM180,000	RM160,000	RM140,000	RM120,000
Sales projection/ Daily	RM6,000	RM5,333	RM4,667	RM4,000
Sales projection/ Hourly	RM500	RM444	RM389	RM333
ESTIMATED SALES	RM180,000	RM160,000	RM140,000	RM120,000
Variable costs (Breakdown)				
Food cost (35% of sales)	RM63,000	RM56,000	RM49,000	RM42,000
Food wastage cost (5% of sales)	RM9,000	RM8,000	RM7,000	RM6,000
Labor cost (20% of sales)	RM36,000	RM32,000	RM28,000	RM24,000
Marketing fees (2% of sales)	RM3,600	RM3,200	RM2,800	RM2,400
Royalty fees (5% of sales)	RM9,000	RM8,000	RM7,000	RM6,000
TOTAL VARIABLE COSTS	RM120,600	RM107,200	RM93,800	RM80,400
Fixed costs (Breakdown)				
Rental (Second-tier city area)	RM6,000	RM6,000	RM6,000	RM6,000
Utilities (Flat rates)	RM5,000	RM5,000	RM5,000	RM5,000
TOTAL FIXED COSTS	RM11,000	RM11,000	RM11,000	RM11,000
Gross profit (estimated)	RM48,400	RM41,800	RM35,200	RM28,600
GROSS PROFIT MARGIN (%)	27%	26%	25%	24%
Initial Investment	RM550,000	RM550,000	RM550,000	RM550,000
ROI (Months)	11	13	16	19



A KLUANG KOPITIAM

Startup Pack



Our Supports: At a Glimpse

Initial onboarding

- Our management team endeavors to provide you an in-depth startup pack with the action plan (Week 1 - 12), planning tools and resources that will help you create a viable business strategy and operations schedule

Site selection process

- Our management team works with you to identify the best possible location for new outlet
 - Shop size of 1,500 – 1,800 Square Feet (Kopitiam Model)
 - Excellent shop lot and signage visibility with a blend of high traffic location for strong breakfast, lunch, and teatime sales

Renovation and fit out

- Our management team assists you in appointing a main contractor and managing the renovation and fit out from start to finish

Training

- Our management develops a comprehensive four-week training program for you and your general manager at our Headquarters
- Our operation and quality assurance teams deploy an adaptive four-week training curriculum for your new recruits (kitchen and service crews) at our Headquarters

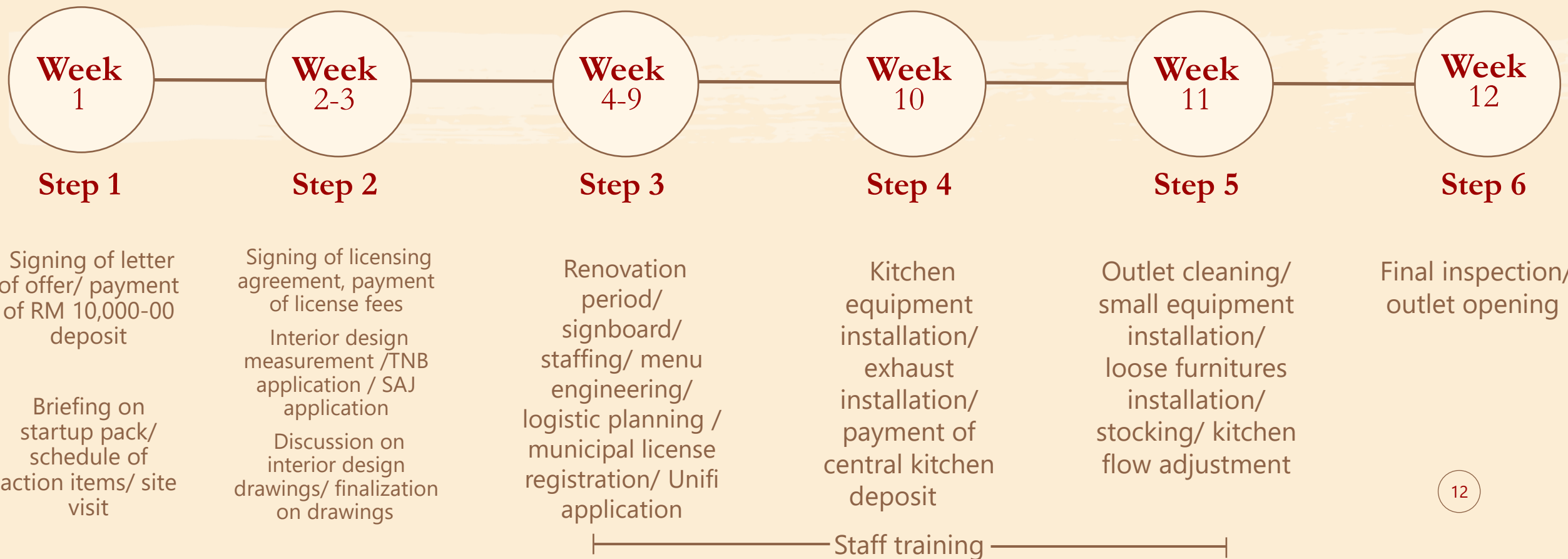
Operations

- Our operation, quality assurance and marketing teams provide timely, and on-going support to your outlet operation since the day one



Timeline: A Streamlined Process

Estimated setup time frame





HAILAM TOAST
1935

A KLUANG KOPITIAM

Media Coverage

HAILAM TOAST 1935 – Public Testimonials at Google



lee cheng Chee
Local Guide · 67 reviews

★★★★★ 3 months ago

(Translated by Google) The food is very delicious, the tea is very good, the food is full, the chicken is very flavorful, and the food is super appreciated.

The food is very good, the tea is very good, the smell is thick, the food is so delicious, the chicken is very delicious, and it is super appreciated.

(Original)
The food is very delicious, the tea is very good, the food is full, the chicken is very flavorful, and the food is super appreciated.

东西很好吃👍👍茶水很好喝香浓厚👍👍👍食物好饱👍鸡肉很入味道👍👍超级赞赏👍👍👍



W M
Local Guide · 92 reviews

★★★★★ 2 months ago

Coffee taste can beat railway. Steam bun ok..half boiled egg ok...good service from malay girl right there.consider to come again.



Leo Ling Leei
Local Guide · 74 reviews

★★★★★ 5 months ago

(Translated by Google) Classic ¥ Nanxun snack

(Original)
经典¥南海小吃



Chong Hoon Teck
Local Guide · 118 reviews

★★★★☆ a month ago

Cosy place for breakfast and tea time



Chee Wei LEE
Local Guide · 54 reviews

★★★★★ 10 months ago

Excellent place for have coffees with friends and family. The coffee and toast are very delicious. Better than ya kun.



zhangfu Chu
Local Guide · 33 reviews

★★★★★ 3 months ago

nice food ,nice environment

👍 Like 🔄 Share



林建保
Local Guide · 29 reviews

★★★★★ 11 months ago

食物不错
有复古味道



HAILAM TOAST
1935

HAILAM TOAST 1935 – Public Testimonials at Foodpanda



Foodpanda Delivery Link:
<https://www.foodpanda.my/restaurant/p9vp/hailam-toast-1935>

Hailam Toast 1935 ★ 4.2/5 (55)
SSS • Malaysian food • Rice
Available for preorder Monday 8:30 AM - 4:30 PM

ABOUT REVIEWS

Delivery hours
Mon, Tue, Thu - Sun 8:30 AM - 4:30 PM, 8:30 AM - 4:30 PM

Address
No 6, 8, Jalan lambak, Kampung Masjid Lama, Kluang, Johor, 86000 Johor Bahru

YongKian ★ 5.0/5 (0)
Dec 14, 2019
Good

ShAine ★ 4.0/5 (0)
Mar 3, 2020
Rider deliver the food just infront my office. Thumps up

Click the link for more details:
<https://www.foodpanda.my/restaurant/p9vp/hailam-toast-1935#restaurant-info>

HAILAM TOAST 1935 – Blog Coverage



JOHORNOW.COM

【古早味咖啡店崛起】超出色本土咖啡馆海南土司坊(Hailam Toast 1935)-招牌海南风味美食一吃就成常客! - JOHORNOW 就在柔佛

Click the link for more details:
<https://www.johornow.com/hailam-toast-kluang-and-batu-pahat/>



游走石缝间 is at Hailam Toast 1935 - Batu Pahat.
August 31 · Batu Pahat, Malaysia · 📍

👍 Like Page

久没更新, 趁着到新开的咖啡店吃早餐, 觉得味道还不错, 就来跟大家分享一下。这是一家已海南式咖啡为主轴的咖啡店 (我觉得不能叫茶餐厅), 装潢是以古早的海南咖啡店为原型, 看起来简单却让人有亲切感, 尤其是柜台上的铁网, 跟柜台使用的花砖, 都是旧时代建筑的风格。而以一间新开的咖啡店来说, 服务跟上菜速度算很快, 除了炒米粉很久才来之外, 其他的食物饮料送上的速度都蛮快的, 应该是训练有素。👍

16

Click the link for more details:
<https://www.facebook.com/bprevinces/posts/2363177190613111>

HAILAM TOAST 1935 – Video Blog Coverage



酱油鸡 海南鸡丝河粉
海南招牌炸鸡翅 海南鸡扒



Sunway也有好吃的海南鸡扒
香脆可口!



环境舒适
还以古色古香壁画做装饰

25,830 Views

吉隆坡美食猎人 Gourmet Hunter KL is in Bandar Sunway.
January 18 · 🌐

【Sunway吃“海南鸡扒”!! 咖椰牛油烤牛角、Kluang咖啡必Try! 就在《Hailam Toast 1935》!】

【Hailam Toast 1935】这品牌来自柔佛Kluang，坐落在一栋从1935年至今的建筑屋里。以海南风味料理为主，如：海南鸡扒、酱油鸡、海南招牌炸鸡翅、海南鸡丝和粉等等，喜欢吃海南风味的朋友可以来试试!

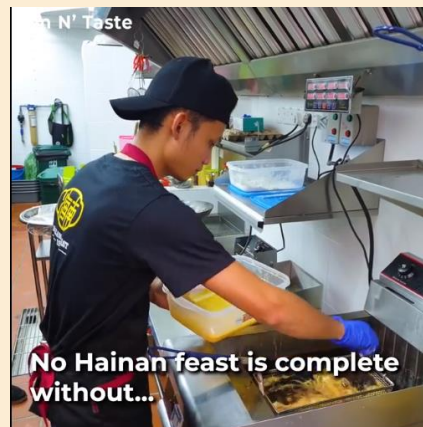


新鲜牛角包



快来快来! 地址在后面!

HAILAM TOAST 1935 – Video Blog Coverage



HAILAM TOAST 1935- Talent Management

[University-Industry Collaborations(UIC)]



**Centre of Professional Development
"CPD" - Raffles University**
Thursday at 1:44 PM · 🌐

Internship Opportunity at River Source Enterprise Sdn Bhd (Kluang, Johor)

- Graphic Designer

Interested candidates pls email your resume to riversource.dm@gmail.com

Appendix 1

[Graphic Design Internship/Apprenticeship Job Description]

Responsibilities:


- Create and design engaging print and digital materials
- Adhere to brand guidelines and complete projects according to the deadline
- Retouch and refresh images
- Use graphic design software and work with a wide variety of media
- Collaborate with the Digital Marketing team of the company to develop design concepts
- Receive feedback from the Digital Marketing team of the company and make necessary changes
- Assemble final marketing communication materials for printing/social media posting as needed
- Other projects as assigned

Requirements:

- Graphic design major preferred (certificate/diploma/undergraduate), semester break apprenticeship is most welcome
- Basic knowledge of layouts, typography, line composition, color, and other graphic design fundamentals
- Experience with InDesign, Adobe Photoshop, and Adobe Illustrator
- Strong creative and analytical skills
- Compelling portfolio of graphic design work

Benefits:

- Work on a wide range of graphic design projects




Hailam Toast 1935- 海南土司坊 1935
Posted by Shalini Krishnan
Thursday at 5:21 PM · 🌐

The Hailam Toast 1935 recognizes the importance of University-Industry Collaborations (UIC), we are pleased to announce our collaboration with [Raffles University](#) for students recruitment. Our student recruitment program targeted at undergraduates/fresh graduates with the aim to accelerate their growth and development through adding some real world skills while in a search of talents to add value for us.


You can join us for internship program/apprenticeship. Email us at riversource.dm@gmail.com for more info.

[#hailamtoast1935](#) [#kluangkopitiam](#)
[#StudentRecruitment](#) [#RafflesUniversity](#) [#internship](#)
[#universityindustrycollaborations](#)



**Centre of Professional Development
"CPD" - Raffles University**
Thursday at 1:44 PM · 🌐

Internship Opportunity at River Source Enterprise Sdn Bhd (Kluang, Johor)
... See more



Hailam Toast 1935- Digital Marketing

[New Outlet Opening]

Hailam Toast 1935- 海南土司坊 1935- Bandar Makhota Cheras is 🥳 feeling excited.
Published by Shalini Krishnan · December 11, 2020 · 🌐

90% of the progress is done ▶️
#BandarMakhotaCheras
#ComingSoon
#KluangCoffee

560 People Reached 12 Engagements [Boost Post](#)

[Boosted FB Post]

Hailam Toast 1935- 海南土司坊 1935- Bandar Makhota Cheras is 🥳 feeling fantastic.
Published by Shalini Krishnan · December 15, 2020 · 🌐

Marvellous crowd from Bandar Makhota Cheras, we apologise for the wait and some hiccups on our first day, but we will continue to serve you at the best we can! 🥳
#Kluangcoffee
#KluangKopitiam
#5thoutlet

15,170 People Reached 3,284 Engagements [Boost Again](#)

[Customer Interaction Initiative]

Hailam Toast 1935- 海南土司坊 1935- Bandar Makhota Cheras
Published by Shalini Krishnan · January 11 · 🌐

Which one is accurate to complete our "JOHOR LAKSA MEE"? 🤔
Comment below! 🥳
哪一个准确的完成我们的柔佛叻沙面?
在下面发表评论!
#hailamtoast1935 #kluangkopitiam #johorlaksamee

See Translation

276 People Reached 1 Engagement [Boost Post](#)

[Recruitment]

Hailam Toast 1935- 海南土司坊 1935- Bandar Makhota Cheras
Published by Shalini Krishnan · January 30 · 🌐

[RECRUITING FAM]
We are looking for talent and welcome you to be a part of us. If you think these requirements are portraying yourself, then we are happy to assist you to join our team. 🥳
(Kitchen Crew/ Service Crew Job Description)... See More

341 People Reached 4 Engagements [Boost Post](#)

[Festive Season Greetings]

Hailam Toast 1935- 海南土司坊 1935- Bandar Makhota Cheras
Published by Shalini Krishnan · January 28 · 🌐

Wishing a blessed Thaipusam from us to all who are celebrating.
#hailamtoast1935 #thaipusam #staysafe

292 People Reached 0 Engagements [Boost Post](#)

Hailam Toast 1935- Digital Marketing

(CUSTOMER REVIEW MANAGEMENT)

Hailam Toast 1935
No 6, 8, Jalan Iambak, Kluang, Johor

3.9 ★★★★★ 162 reviews


Sort by: Most relevant

All coffee 18 taste 11 service 10 price 8 croissant 6 chicken 6 chop 3

daniel luqman
Local Guide - 1 review
★★★★★ a month ago
Good food good service
Like

Response from the owner a month ago
Hey Daniell
Thank you so much for your valuable feedback.
Edit

Mercedes Tips Sharing 奔驰分享站
Local Guide - 15 reviews - 32 photos
★★★★★ a year ago
My personal recommendation - chicken chop. Nasi lemak not bad. Hainanse tea is great. Price just like normal cafe price. Will surely revisit again.



HAILAM TOAST 1935 BATU PAHAT
No. 9, Jalan Desa Botani 1, Taman Desa Botani, Batu Pahat, Johor

4.3 ★★★★★ 57 reviews

Sort by: Most relevant

All coffee 5 chicken 3

Steven
Local Guide - 211 reviews - 5,235 photos
★★★★★ a year ago
Nothing worthy to recommend, the food are just so so. I tried the Johor Laksa, and ..bleh! But the Hailam kopi C is good though.
Like

Response from the owner 2 weeks ago
Thank you so much for taking the time to share your opinions, Steven ;they mean so much to us. We are so happy to hear that you like our Hailam Kopi C. However, we are sorry to learn about your dissatisfaction of having our Johor Laksa , as this is not our usual service. We would be even more grateful if you could contact us to let us know what we could do to make your experience better. Have a great day.
Edit

Eng Yee Chong
Local Guide - 3 reviews
★★★★★ 8 months ago
above average coffee...good environment...
Like

Response from the owner 7 months ago

Hailam Toast 1935 Bandar Sunway
3G, Jalan PJS 11/28, Bandar Sunway, Petaling Jaya, Selangor

3.9 ★★★★★ 71 reviews


Sort by: Most relevant

All coffee 11 chop 8 service 8 taste 8 +6

Adrian Chan
Local Guide - 40 reviews - 4 photos
★★★★★ 3 months ago
Food too sweet. Soso
Like

Response from the owner 2 weeks ago
Thank you so much for your review, Adrian. Every customer's opinion matters to us as we are continually striving to improve our service. We would be even more grateful if you could contact us to let us know what we could do to make your experience better.
Cheers!
Edit

Andrew Yeap
Local Guide - 61 reviews - 78 photos
★★★★★ a year ago
Really good kaya butter croissant, flaky and light. The sweet salty kaya butter flavour compliments the croissant. The mee siam was alright, worth the money for its portion. Iced roasted coffee is nice too.



HAILAMTOAST2GO – Continuous Innovations

ORDER
Find our restaurant in delivery apps and order with only a few clicks

RELAX
Sit back and relax while we prepare your order

ENJOY
Your order is being picked up and delivered right to your door step in no time. Enjoy!

Hailam Toast 2Go

Why Starve? Order Now!

Available Locations for Delivery

- Kluang
- Batu Pahat
- Muar
- Bandar Sunway
- Bandar Mahkota Cheras

Logos for foodpanda, Grab Food, Hungry, and Hailam Toast are displayed.

foodpanda

Hailam Toast 1935

★ 4.4/5 (339)

\$\$\$ • Malaysian food • Rice • July deals 2020 • #deliveringjoy up to 50% off!

TRADITIONAL BEVERAGES 传统饮品 REFRESHING BEVERAGES 清新饮品 SOFT BEVERAGES

GrabFood

Type your location

Home > Restaurant > Hailam Toast 1935 - Bandar Metro Sunway

Hailam Toast 1935 - Bandar Metro Sunway

In-Store Prices, Breakfast, Coffee & Tea, Local, Malaysian

★ 4.2 ⌚ 38 mins • 21.9 km

Opening Hours Today Closed Closed

Prices are same as in-store Hailam Series Nasi Lemak Mee Siam Local Favourite

Prices are same as in-store

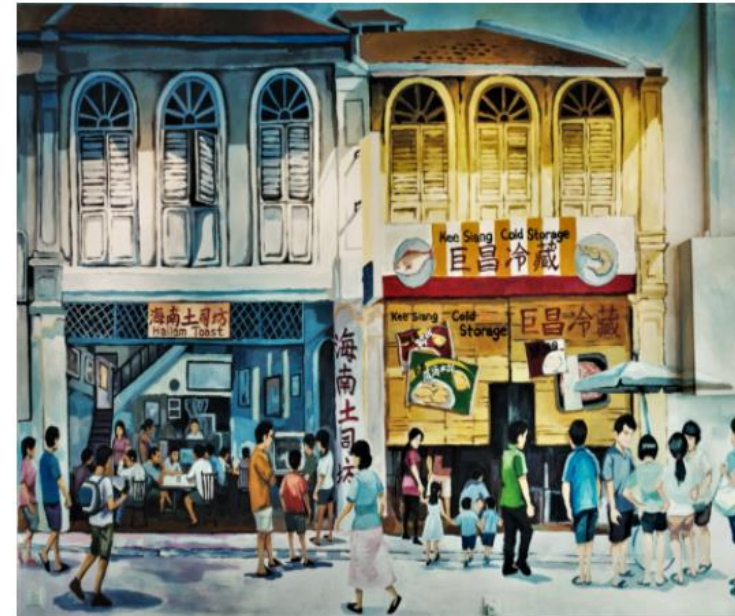
HAILAMTOAST2GO – Continuous Innovations

Kluang Outlet's Mural Art
(Wisma Ban Hoe Lee, Kluang)



The mural art of our Kluang Hailam Toast 1935 outlet represents a building that illustrates Kluang's Old Town, Wisma Ban Hoe Lee which stands tall at the junction of Man Shenlu and Ismail Street. It was first built in 1920 and belonged to the family of Anxi who doubles sages in Kluang. The presence of that building is very classic and ancient with beige walls, wooden window cases that show its nobility and the magnificence of that atmosphere. Besides, it was also the place where the early southerners and their relatives in China swapped letters and exchanges. The time when people originated in Kluang pass the junction might bring back the nostalgic moments because these golden memories should not be forgotten.

Batu Pahat Outlet's Mural Art
(Jalan Lambak, Kluang)



Our mural art in the Batu Pahat outlet is illustrating Jalan Lambak, Kluang. There are 40 double-storey old buildings marked with the constructed year on Jalan Ismail facing the railway and Jalan Lambak facing "Gunung Lambak" in Kluang. The owners of these old buildings were all the foreign Chinese leaders and business leaders of the Kluang Chinese Community. There was the earliest western restaurant in Kluang and the former site of the Chinese Chamber of Commerce. There was also the earliest theatre, a lively night market of hawkers, a variety of old snacks and book renting stalls. Furthermore, Jalan Lambak was the most prosperous business and well-known entertainment centre in Kluang from the 1930s to the 1960s.

HAILAM TOAST 1935- "Continuous Automation and Digitalization"

The screenshot displays a web-based POS system dashboard. On the left is a dark sidebar menu with categories: Main (Dashboard, Outlets, Reports), Items (Products, Categories, Tags, Modifiers), Settings (General, Access Control, Staff Control, Setup), and Account (Profile). The main content area is titled 'Hailam Toast 1935 @ Cheras' and features a grid of six summary cards:

- Top Outlet Sales:** Quick view of the sales prior of the month sales. Value: 7,694.00 Hailam Toast 1935 @ Cheras.
- Top Outlet Pax:** Quick view of the pax prior of the month to date. Value: 408 Pax Hailam Toast 1935 @ Cheras.
- Top Product Sales:** Top item sales prior of the month to date. Items include: Datuk Kaya Butter Toast (93 units), Hailam Roasted Kopi ICE (75 units), and Hailam Roasted Kopi (71 units).
- Top Outlet Voided Receipt:** Quick view of outlet with voided sales. Status: No record found.
- Top Average Spending Per Receipt:** Quick view of top average spending per receipt. Value: 29.03 Hailam Toast 1935 @ Cheras.
- Top Average Spending Per Pax:** Quick view of top average spending per pax. Value: 14.87 Hailam Toast 1935 @ Cheras.

Below the grid is a 'Target Sales' section with a message: 'It seems there are no outlet targets has been setup!' and a 'SET TARGET SALES' button. On the right is a 'Reports' section with a 'Download Report In CSV Format' link and a list of report items, each with a 'Download' button:

- Top Outlet Sales
- Top Outlet Pax
- Top Product Sales
- Top Outlet Voided Receipt
- Top Average Spending Per Receipt
- Top Average Spending Per Pax
- Outlet Target

'Integrated web-based order system'

HAILAM TOAST 1935 – Embracing local cultures



Bandar Sunway Outlet
Wall Art



Batu Pahat Outlet
Wall Art

HAILAM TOAST 1935 – Embracing local cultures



Muar Outlet
Wall Art



Bandar Mahkota Cheras Outlet
Wall Art



Kluang Outlet
Wall Art

HAILAM TOAST 1935 – Management Team



Quek Shou Heng
Managing Director

Business and Consumer Services
River Source Enterprise Sdn Bhd



Wong Yong Peng
Director

Production and Technical
Cooperation
River Source Enterprise Sdn Bhd



Thon Li Yee
Director

Project Support and General
Management
River Source Enterprise Sdn Bhd

HAILAM TOAST 1935 – Management Team



Winnie Lim

Operation Manager

Business and Consumer Services

River Source Enterprise Sdn Bhd



Elena Lee

Management Team Lead

Project Support and General
Management

River Source Enterprise Sdn Bhd



Shalani Krishnan

Operation (Digital Marketer)

Business and Consumer Services

River Source Enterprise Sdn Bhd



HAILAM TOAST
1935



Inquiry form

'Contact us to enquire about our business opportunities and solutions at your preferred time and location'

Hunting Lines

T: +60177699267 Mr. Quek 

T: +6592309517 Mr. Wong 

E: riversource.co@gmail.com 

W: www.hailamtoast1935.com.my



HAILAM TOAST
1935

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River Source Enterprise Sdn Bhd (1161795-P)