



**HAILAM TOAST**  
**1935**

A KLUANG KOPITIAM

# Pitch Deck



# Brand Story

Hailam Toast 1935 is a Kluang-born traditional Hainanese 'Kopitiam' that offers traditional Kluang coffee, toasts and many more local delights. As we place great emphasis on quality and freshness of every ingredient used for our offerings, through the years, Hailam Toast 1935 captivates hearts of many near and far and has become one of the local 'Kopitiam' icons.



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# Why Choose Us

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*'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'*

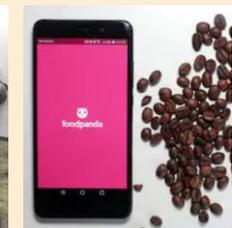
- We rationalize the rising consumer demand for native and authentic offerings that bring back nostalgic food memories
- We are concerned with ensuring food safety and quality in the interests of consumers
- We revitalize the traditional Hainanese 'Kopitiam' through a time-tested operating model. The 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

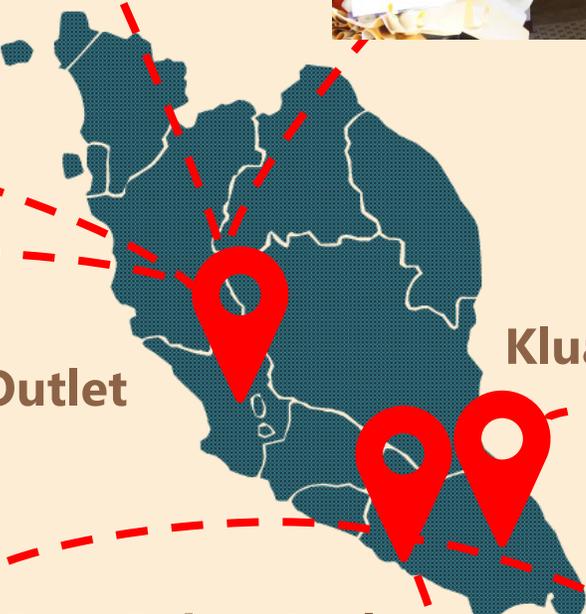
*'We are dedicated to performance and providing bespoke solutions and consulting for your business needs'*



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



Bandar Sunway Outlet



Kluang HQ

Batu Pahat Outlet





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# 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 (Model A)
  - Excellent shop lot and signage visibility with a blend of high traffic location for strong breakfast, lunch, and tea time 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

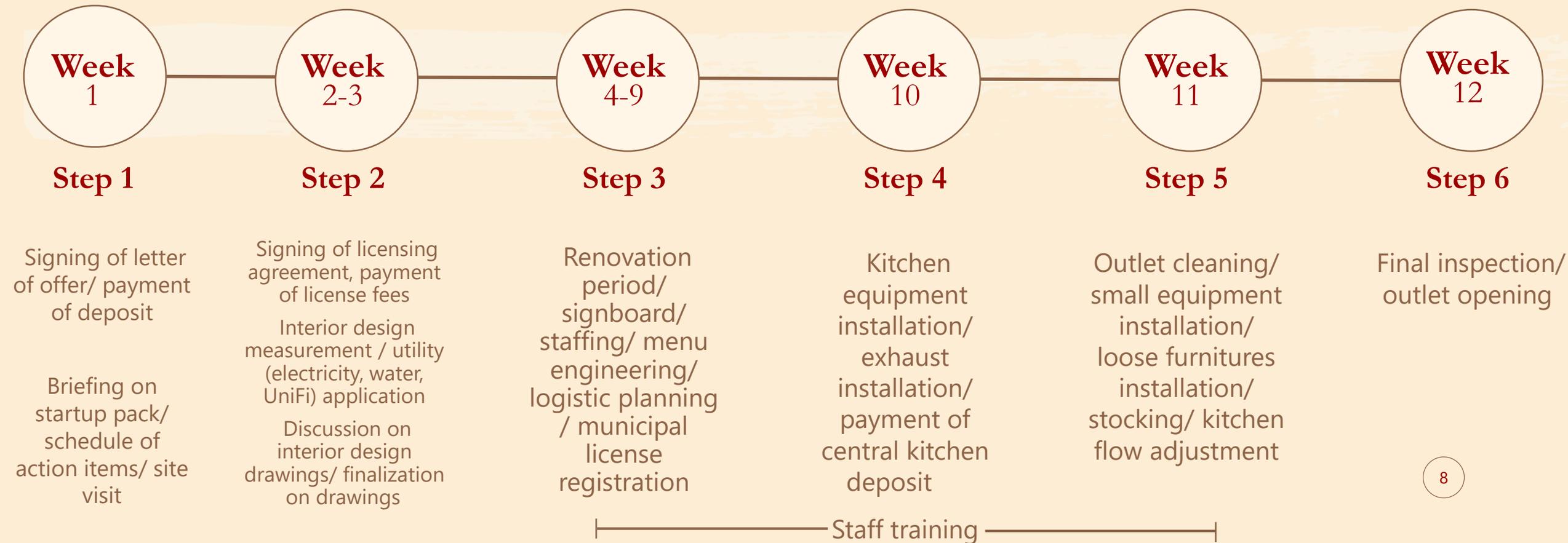
- Our operation, quality assurance and marketing teams provide timely, and on-going support to your outlet operation since the day one



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# Timeline: A Streamlined Process

Estimated setup time frame





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# 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



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



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Chong Hoon Teck  
Local Guide · 118 reviews

★★★★★ a month ago

Cosy place for breakfast and tea time



林建保  
Local Guide · 29 reviews

★★★★★ 11 months ago

食物不错  
有复古味道

# 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。👍

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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!



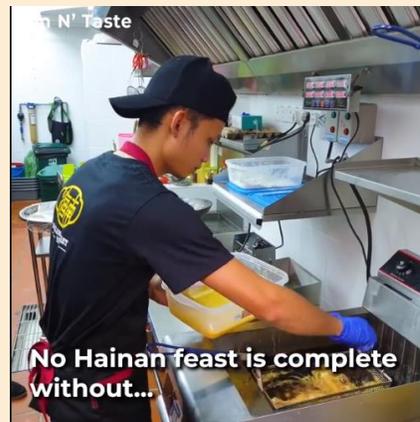
新鲜牛角包



快来快来! 地址在后面!

# HAILAM TOAST 1935 – Video Blog Coverage

**FUN N' TASTE  
MALAYSIA**





# Webpage

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<https://www.facebook.com/HailamToast1935HQ>



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