

# Dragon-i to take on Singapore, says CEO

by **Emily Tan**

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**KUALA LUMPUR:** Dragon-i Restaurant Sdn Bhd, which is targeting a 33% growth in turnover in the current 2008 financial year, is on the lookout for a partner to set up its first and flagship restaurant in Singapore by the middle of next year.

Dragon-i chief executive officer Henry Yip said the Malaysian restaurant chain would be investing about RM5 million in its first planned foray abroad. "The Singapore outlet will be very different as the market there is highly competitive. Although it will still be under the Dragon-i brand, it will feature new dishes that are

both creative, and will appeal to the large foreign (Western) base there," he said.

Dragon-i posted 50% rise in turnover to RM45 million for FY07 from RM30 million previously. The franchise is targeting RM60 million for FY08. The chain, which has eight Dragon-i outlets and two Canton-i outlets, also plans to open its first halal restaurant in Malaysia early next year. The outlet, which will be located in KLCC here, will serve Shanghainese cuisine and is to be marketed under a new, yet to be determined, name.

"It has always been my aim to open a restaurant for all Malaysians. We are currently researching and adapting Shanghainese cuisine to

suit halal requirements," Yip said, adding that it would invest RM2 million in the restaurant and to set up a central halal kitchen.

In light of these ambitious plans, Dragon-i has awarded ObTech Asia Pacific Sdn Bhd an initial contract of about RM500,000 to implement the SAP Business One solution.

The system, scheduled to go live next year, will enable the restaurant chain to better control its purchases, track usage of ingredients and monitor costs more effectively. As the restaurant expands, more funds will be invested to expand the system.

"The system could save us RM30,000-RM40,000 a month in food costs alone," said Yip.

"We will save on food wastage, and emergency deliveries. We will be able to order what we need in bulk with a higher degree of accuracy. This will give us an edge, and enable us to maintain our prices despite the rising costs of raw materials."

ObTech Asia Pacific, a subsidiary of NEC Corporation of Japan, is the only gold partner of SAP Business One solution (a business and operational management software) in Malaysia.

"I am confident that SAP Business One will improve the business productivity of Dragon-i throughout its operations," said ObTech Asia Pacific group chief operating officer Michael Lim.