

## Solutions for Food Industry

Good day everyone! Our first english newsletter issue is finally launched!

This newsletter aims to create a platform that still coherent to Origin Intellect Sdn Bhd main principles of establishments which is to promote knowledge transfer to all food handler and food industry in general.

We hope this newsletters could become one of tools to assist the food industry community in many ways. The best part is - it is FREE! We love to hear from you. Any further questions or feedbacks kindly to email us at [media@originintellect.com](mailto:media@originintellect.com).



## Highlights

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## Selecting Restaurant: Customer Perspectives.

Nowadays food have amplified their function in the community not only act as a substances to satisfy hunger but had been also known as a medium to express love and bonding, defines social status etc. The increase roles of food impacts influence the growing numbers in food establishments to kick off in order to fullfill the market demands. The question is what are the factors affecting the decision making of these diverse community.

Social media has become an everyday necessities of the community and has been known to create and setting the food trends. Food that goes viral in social media such as facebook creates a huge marketing opportunity for the community to try out the respective outlets.

Various food mobile application and channels such as Foursquare, TripAdvisor, Jalan Jalan Cari Makan become a platform for the community to seek the best choice of food. These resources includes reviews and cresent ratings giving a good reference for foodies to explore new outlets and establishments based on their preferences.

Special dietary requirements for specific group such as for vegetarians or halal food for muslims often regards as insignificant however it had shown to shape the mind and remains as the main critical factor for them when they are making the decision.

Hygiene, convenience and comforts is considered as added value where airconditioned and well ventilated area may be choosen over the others that is lacking. Fast, accurate and excellct customer services with good ambiance inflict good dining experience and upsurge the chances people to revisits creating a loyal customers flows.

Culture and backgrounds nurture food preferences. Yes, most people currently are constantly attracted to try out novel dishes or fusion food introduced in the market, but if we notice, we may find ourselves redirected to still keeping our food choices to our roots: the foods that is familiar to us. For examples the taste of authentic cuisine that reminds us the food we eat during our childhood days. This explains why a Malaysian can never say no to our famous local delicacies, Nasi Lemak and Teh Tarik. We are indeed under Nasi Lemak magic spell.

## Restaurant Classification

Restaurants are generally classified into 3 general categories according to the quality of services, types of atmosphere or price range. The general classification are as below:

**Quick Service** – Also known as fast food restaurants. They offer limited menus and food is prepared within a limited time. They usually have drive-thru windows and take outs. They may also be selfservice.

**Mid Scale** – The restaurants offers full meal at a medium price that customers may perceive the price as good value. They can be a full service, buffet type or limited service such as the customer orders food at the counter and brought food to dine by self service.

**Upscale** – Offer premium quality cuisine at high end price. They offer full service and have high quality of ambience.

(Source : fnbclasses.blogspot)



## Why some restaurants is unfavourable.

We asked 5 customers on the things they would've change to keep them happy

As the saying goes “You are what you make other people feels”. This saying is also applicable to your restaurants. Knows what your customers preferences might just be what you need to keep them happy. Happy customers meaning happy business! Agree?

Plan layout and design usually among one of initial concerns of restaurant owners, a good plan layout able to minimize cross contamination in food operation. However, consumer are more scrutinize over the location of each facilities are suitable for example the distance of handwashing areas or location cashier counter that is easily accessible. Make sure design of decoration and furniture used allows minimum maintainence in cleaning procedures in future. Types ornament that easily traps dust will leave someone cold.

Lights and music never fails to create a good atmosphere. Good lighting makes foods looks more appetizing. Some of the restaurants provides live bands however, there are factors to be considered such as types of music.

Sounds also must be at suitable range so that it would not disturb conversation between customers.

It is best that all crews wears uniforms so its easier for the customers to identify the crews and crews at dining areas equipped with name tags. Crews commonly are expected to be knowledgable on the menu ranges sold at the outlets and each time they need to reconfirm the orders to prevent mistakes.

**“There are so much more in it rather than a lower price – although price can definitely give a competitive advantage”**

Menu card holds as one of initial impression once a customer enters and taking their seats. A compelling menu must have clear description, in good condition, clean without food stain. Menu published must be updated accordingly using the correct visual that gives the customer a clear picture of what they are getting. Have you ordered something and turns up differently than what you expect?

Price must be the same as displayed on the menu or signage at outlet. It is not inevitably prices should be cheap to gain customer's vote. There are so much more in it rather than a lower price. Tough cheaper price can definitely give a competitive advantage, customer will choose based on many other factors that comes along with it such as food quality, tastes, services etc.

Certain facilities definitely attracts specific target groups. A restaurants that accomodates elders, special need, disable and even children will be favourable for these families that have either one of them. Families that have small children may need babychair, playground and also menu range that offers non-spicy food, nutritious with the right portion.

Foods can be presented in a simple way but what is important other than taste and display is the right temperature. No one wants to drink a cold coffee without ice and no one is happy to get fries that is already cold and hard to chew.



## Improvements on Safety Aspects in Restaurants

Workplace even restaurants can become a dangerous place not only for you and your crew but also if taken lightly could potentially harm your customers as well.

From uneven floors at the dining area to nonrazor sharp knife in the kitchen each poses potential hazard. The Occupational Safety and Health Administration (OSHA) is the federal agency that enforce safety and health related requirements at the workplace that may cause death or physical injuries to workers or crews.

The basic potential injuries can start from the kitchen where potential of cuts, burns, strain muscles and sprain joints, hazardous cleaning chemical fires and gas explosion.

Recent cases reported on April, 2016 where an explosion happened at Midvalley Megamall, Kuala Lumpur believed to be triggered by the gas cylinders during reinstatement work to liquefied petroleum gas (LPG) after maintenance work had caused eight injuries that includes three sustained burn injuries while others sustained minor injuries.

Oversee maintenance issue that can cause injuries for example protruding nails that comes out from the chair should be repaired. Cracked plates and chipped glass should be removed and not to be used. There were many incident reported related to chipped glasses that found in food and cause injury to the customers.

Slope and edges at the floor often cause fall and accidents and if cleaning is in place where the area can be slippery, these areas shall be identified and to be put clear mark or signage.

## HADITHS Monthly Picks



There is a hadith that refrain one from drinking from a cracked cup, (Abu Dawuud, No 3733).

Al-Albaani said, “*Sahih li ghairihi.*” Then he quoted Ibn al-Athir’s explanation of the term, *‘ثَمَّةٌ – cracked place,’* “i.e., the place where it is broken, and he only forbade it because the mouth of the one drinking cannot grasp [the cup] properly and [thus] the water may spill onto his garments or body. And it has been said: [it was said] because when the cup is washed, the place where it is cracked cannot be cleaned completely.” *An-Nihaayah.*

( Source : shaikhalbaani.wordpress)

## This Month’s Q&A Food Handler Tips

### Q: How to handle customer complain in food restaurants.

A: Customer complain is one of important aspects that can be reviewed to determine the key performance indexes in your restaurants. There are 3 simple steps to handle customer complain effectively :

**Listen** – Listen with curiosity. “Most people listen not with the intent to understand but with the intention to reply. Listening to the problem may allows you to see to problem and ease the customer.

**Mend** – Be the first to appologize even if it is not throuroghly your fault. Be sincere on appology and try to compensate on the customer’s lost.

**Investigation** – Be sure to investigate what are the root cause of the problems that arise. Take measures to rectify the root cause ensure that problem will not reoccur.



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## Your Food Safety Partner

Origin Intellect Sdn Bhd is established on 2017 with the main focus to practice 'transfer of knowledge' towards food industry. We conducted various food safety programs and trainings, consultancy services and also auditing. We are committed and dedicated to give good information and delivery to promote understanding among our food industry friends and continue to support them towards achieving good food that meet high hygiene and safety standards!

## Our Upcoming Trainings

- **Food Handler Training (24<sup>th</sup> April 2018 & 8<sup>th</sup> April 2018)**

We are accredited food handler training provider registered under the Ministry of Health Malaysia (MOH). We have conducted this basic courses for food handler from restaurant, cafes, hotels, hypermarket and food manufacturer range each delivered customized according to the nature of operation. Our slides are visual and using simple terms, easy to understand even towards food operator level and foreigners. Contact us today for more info!

- **Kursus Pengendalian Makanan Patuh Syariah (26<sup>th</sup> April 2018)**

Kursus Pengendalian Makanan Patuh Syariah is a fundamental training related to halal syariah requirements and halal certification requirements discussing direct approach to halal and syariah compliance. This training is relevan to be conducted for food operator level, beginners in halal understanding and halal certification. This training module is developed with collaboration between Halal Institute of Research and Management (IHRAM) and Origin Intellect Sdn Bhd.

- **Halal Assurance System & Halal Internal Audit. (June 2018)**

Halal Assurance System is an extended system from Halal Awareness which is compulsory to be established by medium and multinational category industry. The system core objectives are to evaluates and identify halal critical points and to maintain and ensure halal food production would not be contaminated with non halal material and practices that does not conform to halal certification requirements. Contact us for more details!

- **Good Manufacturing Practices & HACCP Training. (June 2018)**

GMP and HACCP is among food safety programme certification that is internationally recognized but is rather optional towards food industry. This programmes ensure the food produced to be safe for consumption by evaluating 4 common potential hazard and establishing a proper monitoring system and on going maintenance for critical control point.

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