

Proposal

Mystery Shopper for F&B Industry

from Japanese hospitality perspective



FOODRINK, June 2012

Introduction

FOODRINK NEWS Singapore PTE LTD was established Singapore in April 2012. FOODRINK in Japan have since 1994 been engaging in the publication of F&B web news FOODRINK NEWS (<http://www.foodrink.co.jp>) and is delivering various marketing services to F&B industries. FOODRINK is an expert in the field of development and support of F&B ventures.

MYSTERY SHOPPER is one of our marketing services which was started in 1997. We are proud to be the pioneer among other companies supplying similar service. Furthermore, we have been organizing No. 1 Service Person (we call “server”) Contest in Japan “S1 Server Grand Prix” for 8 consecutive years. Every year one thousand servers nationwide participate in this contest. FOODRINK’s contribution to bolstering the hospitality level of F&B industries in Japan, is highly evaluated.

FOODRINK have currently launched MYSTERY SHOPPER in Singapore. By using MYSTERY SHOPPER, you are able to pick up the true voice of your customers, reported from Japanese hospitality perspective. We are sure that MYSTERY SHOPPER will be able to help you improve your services dramatically, by encouraging customer’s satisfaction level. We are convinced that our service would contribute to the prosperity of your F&B outlets in the future.

Try our MYSTERY SHOPPER for your long-running prosperity!

Report by Singaporean Shoppers, from Japanese hospitality perspective.

Our original report expressed in figures and by text, clarifies your strengths and weaknesses. Shoppers visit your outlets in secrecy.

Merit

- 1) You can check the actual operating conditions of your outlets from a remote location.
- 2) You can easily identify the problems of your business, and improve the conditions of your non-profitable outlets.
- 3) You can estimate the personal performance of your managers and staffs.
- 4) You can make remarkable progress in your hospitality level by periodically engaging our Mystery SHOPPER.

Sales

FOODRINK NEWS Singapore PTE LTD (FNS)

安田正明 Yasuda Masaaki, director

陳宇耀 Chin Teu Yao, director

10 Anson Road #3-10, International Plaza, Singapore

*Sales to Japanese F&B and Singaporean F&B

***FOODRINK Group (FDG)** sells to F&B managed in Japan

Operation

HT WINE & SPIRITS PTE LTD (HT)

廖式忠 Leow Sai Tiong, director

No.2, Sungei, Kadut Loop, Singapore

*Recruit, education and management of Mystery Shoppers

Supervising

FOODRINK CO LTD (FD)

*Supervising of HT WINE & SPIRITS and Mystery Shoppers

1) **Spot** SGD300-

2) **Volume Discount**

Over 5 outlets SGD270- *10% discount

Over 10 outlets SGD240- *20% discount

3) **Monthly 1 year Discount**

1 outlet SGD240- *20% discount

Over 5 outlets SGD210- *30% discount

Over 10 outlets SGD180- *40% discount

4) **Bimonthly 1 Year Discount**

1 outlet SGD270- *10% discount

Over 5 outlets SGD240- *20% discount

Over 10 outlets SGD210- *30% discount

5) **Order-made format** SGD1000-

*Prices are per one visit, exclude GST and include transportation fee.

*Dining expenses at outlet should be settled additionally. The visit is usually made by 2 persons, but please be aware that the report is done by only one person.

Company Profile

<Japan>

FOODRINK Group CO LTD, sales

FOODRINK CO LTD, mystery shopping

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Mail: info@foodrink.co.jp

<Singapore>

FOODRINK NEWS Singapore PTE LTD

(Company No 201208748C)

10 ANSON ROAD #31-10 INTERNATIONAL PLAZA,
SINGAPORE 07990

<Service>

Marketing Company specialized in F&B

/ F&B news web “**FOODRINK NEWS**” <http://www.foodrink.co.jp>

/ FOODRINK Seminar

/ Mystery Shopping

/ Sales Rep.

/ Market Survey

/ Sales Promotion

/ Advertising

/ Publicity



<CEO>

安田 正明 Yasuda Masaaki

/ Vice Chairman of NPO “Hanjyoten No Michi” holding No.1 Service person Contest.

/ Graduated Kyoto University in 1981, joined Suntory LTD and established FOODRINK in 1989.