

## ARE F&B - 公司简介

餐饮业务顾问

### 1. 公司背景

ARE F&B 是一家总部位于马来西亚吉隆坡的餐饮行业咨询公司。我们由经验丰富的财务与运营专家组成，致力于通过定制化解决方案——包括菜单优化、供应链整合、盈利能力提升及连锁扩张准备——帮助餐厅、咖啡馆及餐饮服务企业实现可持续增长。

**核心理念：** 打造可复制的「终极单店」模型，为未来扩张奠定基础。我们围绕四大支柱协助客户构建这一基础：**(1) 营销、(2) 产品、(3) 管理、(4) 商业模式**

### 2. 职务概述

我们为跨越多领域的餐饮客户诊断并解决复杂的运营与战略问题，涵盖社交餐饮、快餐、小吃等细分市场。咨询服务的一个重要重点是协助企业做好规模化连锁扩张的准备。

服务领域	核心内容
初步评估	评估业主目标、财务健康度、合作关系、商业模式可行性
市场与竞争分析	分析选址、竞争对手、市场同质化、消费模式
产品与菜单策略	菜单评估、定价策略、招牌菜品开发
管理与运营	员工流失率、服务质量、翻台率、标准作业流程
营销与互动	活动效果评估、线上形象、会员体系
业务扩展	扩展模式评估（合资、加盟）、合作伙伴关系设计
连锁扩张准备	复制可行性评估、标准化体系建设、总部团队搭建

### 3. 主要贡献

核心餐饮咨询

- **营销策略：** 通过店面优化和数字渠道创造吸引顾客的亮点与记忆点；制定差异化策略，应对市场同质化挑战。
- **菜单开发：** 进行菜单评估；重新设计菜单以提升平均客单价；应用竞争导向、成本导向和套餐组合等定价策略。
- **薪酬管理：** 设计与员工目标（晋升、收入增长、股权）挂钩的激励方案，包括绩效奖金、技能奖励和工龄激励。
- **数字会员体系：** 创建会员计划（等级、积分、权益）；与 POS 系统整合；开发私域运营策略，将公域流量转化为忠实会员。
- **战略咨询：** 协助评估扩展模式（合资、加盟），设计合作伙伴关系（进入/退出条款），以及业务出售/收购准备（估值、尽职调查）。
- **扩张可行性评估：** 评估商业模式是否具备连锁化潜力——分析可持续盈利能力（净利润率不低于 20%，投资回收期 12-24 个月）、市场规模、品类可复制性及选址标准。
- **标准化咨询：** 指导客户建立复制扩张必需的三大标准化支柱：（1）**产品标准化**——实现「去厨师化」运营，通过标准作业流程确保无论由谁烹饪，食品品质始终如一；（2）**运营服务标准化**——将店长培训、员工管理、安全管理、清洁卫生及日常操作流程文档化；（3）**品牌标准化**——通过统一的门店外观、室内设计、招牌及视觉形象，确保顾客体验的一致性。
- **总部团队搭建：** 就建立专职支持扩张的总部团队提供建议——包括定义运营支持、培训、采购、物流等职能的岗位职责和汇报架构。
- **选址策略：** 强调选址是成功的关键因素——行业数据显示，80%的餐厅倒闭源于选址错误，而非产品或服务问题。
- **扩张规划：** 为增长量身定制全面的商业计划，整合选址策略、运营体系、财务预测和里程碑规划。
- **管理层培训：** 就成功连锁扩张的要求、建立自有品牌的重要性以及体系和标准化的关键作用，对现有股东和高层管理团队进行培训。

#### 4. 公司網站與社交媒體

- 網站：<https://arefnb.com/>
- YouTube（油管）：<https://www.youtube.com/@arefnb/shorts>
- Instagram：[https://www.instagram.com/are\\_fnb/](https://www.instagram.com/are_fnb/)
- Facebook（脸书）：<https://www.facebook.com/arefnb/>
- TikTok（抖音）：<https://www.tiktok.com/@arefnb>



#### 5. 联系人



电邮：  
[info@arefnb.com](mailto:info@arefnb.com)

**ARE F&B Sdn. Bhd.**

*Role: F&B Business Consultant*

**1. Company Background**

ARE F&B is a Kuala Lumpur-based consultancy specializing in the food and beverage industry. The firm comprises seasoned financial and operational experts dedicated to helping restaurants, cafes, and food service businesses achieve sustainable growth through customized solutions in menu engineering, supply chain optimization, profitability enhancement, and chain expansion readiness.

**Core Philosophy:** Build the "Ultimate Single Shop" as a replicable model for future expansion, focusing on four pillars: **(1) Marketing, (2) Product, (3) Management, and (4) Business Model.**

**2. Role Overview**

We diagnosed and resolved complex operational and strategic issues for F&B clients across diverse segments—Social Dining, Fast Meals, and Snacks. A significant focus of the consultancy involves preparing businesses for scalable chain expansion.

Area	Focus
<b>Preliminary Assessment</b>	Owner's goals, financial health, partnership dynamics, business model viability
<b>Market &amp; Competitive Analysis</b>	Location, competitors, market homogenization, spending patterns
<b>Product &amp; Menu Strategy</b>	Menu assessment, pricing, signature dish development
<b>Management &amp; Operations</b>	Staff turnover, service quality, table turnover, SOPs
<b>Marketing &amp; Engagement</b>	Campaign effectiveness, online presence, loyalty programs
<b>Business Expansion</b>	Expansion models (JV, franchise), partnership structuring
<b>Chain Expansion Readiness</b>	Assessment for replication, standardization, head office setup

**3. Key Contributions**

- **Marketing:** Created attraction and memory points through storefront optimization and digital channels; developed differentiation strategies to overcome market homogenization.

- **Menu Development:** Conducted menu assessments; redesigned menus to amplify average order value; applied competitive, cost-based, and bundled pricing strategies.
- **Compensation Management:** Designed motivational schemes aligned with employee goals (promotion, income growth, ownership), including performance bonuses, skill-based awards, and tenure incentives.
- **Digital Loyalty:** Created membership programs (levels, points, benefits); integrated with POS; developed private domain strategy to convert public traffic into loyal members.
- **Strategic Advisory:** Assisted with expansion model evaluation (JV, franchise), partnership structuring (entry/exit terms), and business sale/acquisition readiness (valuation, due diligence).
- **Expansion Readiness Assessment:** Evaluate business models for chain potential—analyzing sustainable profitability (minimum 20% net profit, 12-24 month payback), market size, food type scalability, and location selection.
- **Standardization Advisory:** Guide clients on the three pillars essential for replication: (1) Product Standardization—"operating without the chef" through SOPs that ensure consistent food quality; (2) Operational Service Standardization—documenting procedures for manager training, staff management, safety, and daily operations; and (3) Branding Standardization—consistent exterior/interior design and visual identity.
- **Head Office Team Setup:** Advise on establishing dedicated head office teams to support expansion—defining roles and reporting structures for operations support, training, procurement, and logistics.
- **Location Strategy:** Emphasize location as the critical success factor—per industry data, 80% of restaurant closures are due to location mistakes, not product or service issues.
- **Expansion Planning:** Draft comprehensive business plans tailored for growth, incorporating location strategy, operational systems, financial projections, and milestone planning.
- **Management Education:** Educate shareholders and senior management on chain expansion requirements, the importance of building own brands, and the critical role of systems and standardization.

#### 4. Company Website, Social Media

Website: <https://arefb.com/>

##### Social Media:

- YouTube: <https://www.youtube.com/@arefnb/shorts>
- Instagram: [https://www.instagram.com/are\\_fnb/](https://www.instagram.com/are_fnb/)
- Facebook: <https://www.facebook.com/arefnb/>
- TikTok: <https://www.tiktok.com/@arefnb>



#### 5. Contact Person:



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