



# INVESTOR PACK 2021

NALÉ Business Plan - 20<sup>th</sup> Feb 2021



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# MEET ANDREAS





# HELLO! I'M ANDREAS

Started as a student with no experience and big dreams, Andreas turned his passion for food to reality. Fast forward 15 years later, he is taking the world of Nasi Lemak by storm with vengeance. His determination and lifelong experimentation with food led to creating unique recipes and concepts based on demand of consumers.

**NALE is the latest brainchild of his.**

# ABOUT NALE



# OUR STORY



Here's the great secret behind the NALE story - *constant engineering*

Andreas started off in the food scene with zero experience, but with a burning passion for making good food. Like many others, he studied something for a while but soon realized that it wasn't really his calling. Upon dropping out of Mechanical Engineering, he followed his passion for food fussiness and soon discovered his true calling: *Food Engineering*.

This didn't really occur to him while he was bulldozing his way through his business for the first few years until a certain supply mishap blew up in his face. Forced into the corner with his supply cut off, he decided it was finally time to face destiny head on and *engineer* (ironic eh?) something of his own.

About countless errors, 3 months and 15 ingredients later (+super amounts of untold mods) he finally found the ideal taste. The result? His most popular creation ever - the NALE sauce, Gulai and 6 different sambals to satisfy any fussy cravings; just the way Andreas does from one fussy to another.

After selling **140,000+ plates** (and SKU's still rapidly increasing!) for 14 years sponging off from more than 50 different cooks and chefs, he finally founded NALE into what it is today where you can enjoy a memorable Nasi Lemak experience at their flagship store at I-City.

# OUR VISION

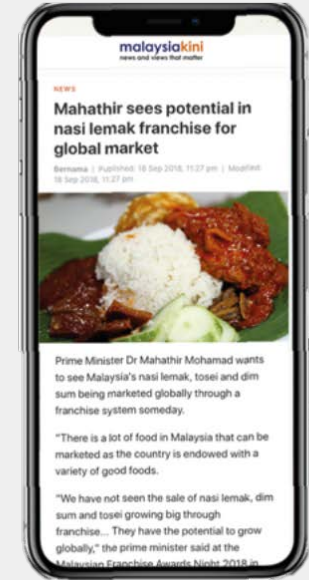


Under his strong leadership, Andreas aims to make NALE the **face of Nasi Lemak globally** by sparing no quality in food and excellent customer service; just like how he did it when he started out.

His ultimate vision is to **put Malaysia on the map**, by associating Nasi Lemak (as a start) with the big boys, having it mentioned in the same breath as French, Italian, Indian, Thai, and Chinese. NALE aims to elevate the perception of Nasi Lemak locally.

We are advocates that Nasi Lemak shouldn't be a glorified street food, but a quality plate of delicacy, inspired by the distinct **Malaysian Hospitality**. This is not a dish, this is an **experience**.

Nasi Lemak **will be the pride of Malaysia**, and NALE will be the launch pad, and we want **you (and our government) to journey with us!**



# SECRET SAUCE





# WHAT MAKES US SPECIAL?



## SECRET SAUCES

We bring a variety of uniquely concocted sauces and sambals to pair with NALE's Nasi Lemak. You will not get this anywhere else!



## AMAZING HOSPITALITY

We combine a cosy environment and amazing hospitality with our high service standards, to ensure you enjoy the food and our company!

**Did you know?** Our signature NALE sauce was discovered by accident!, made with 8 unconventional spices



## FRESHEST INGREDIENTS

Our food are made to order to maintain freshness as opposed to precooking meals. Our job starts when you place your order.



## LOCAL FOOD, GLOBAL REACH

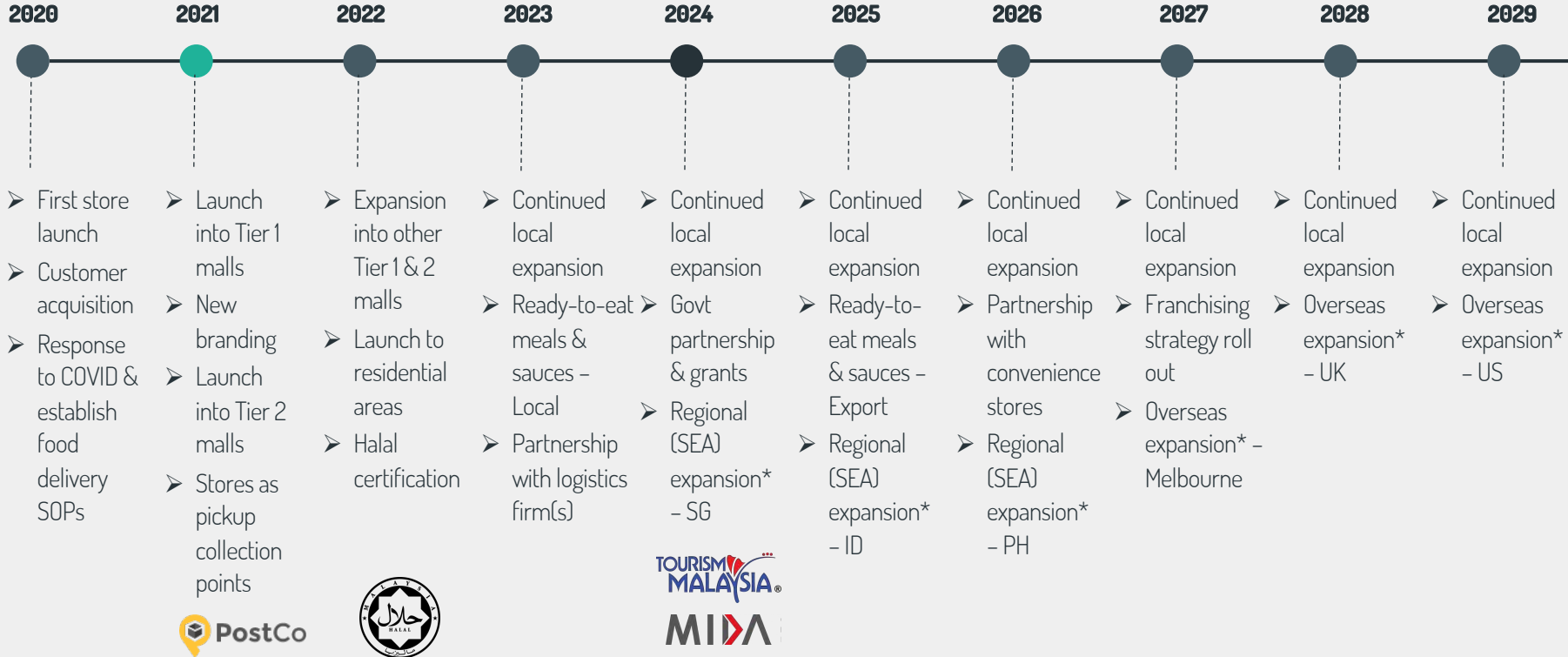
We're not here to be a cookie-cutter restaurant, we aim to elevate Nasi Lemak to be global, sharing the same publicity as Durians.

# GROWTH PLANS



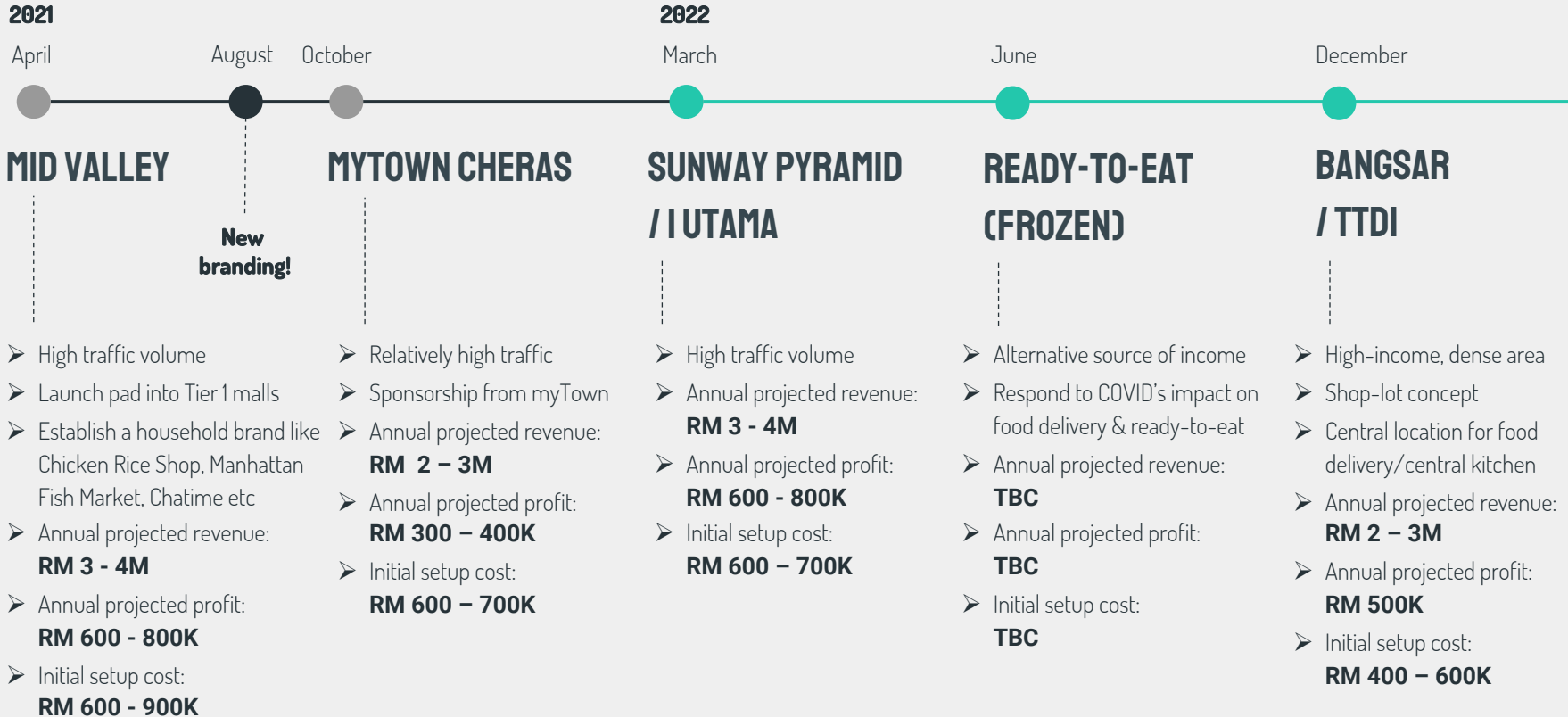
# OUR GROWTH PLAN & HOW CAN YOU HELP US?

We are here!



\*Expansion strategy will take 2 phases, 1) familiarity of Malaysian palette & 2) population of Malaysians living abroad

# 2021 & 2022 LOOKAHEAD



# STRATEGIC GROWTH

## 1 CO-FRANCHISING

1. The team will start rolling out NALE as a franchise to business owners in the region. First in Malaysia, then across the region for rapid expansion
2. The team is already working on a franchising strategy that will be shared with investors as it develops across time

## 2 REGIONAL EXPANSION

1. Planned expansion to regional markets such as East Malaysia, Singapore, Indonesia, Thailand, the Philippines and before global markets
2. Focus can be on high to mid income areas within the market such as capital cities before expansion further into selected countries



# MAIN COMPETITORS



## VILLAGE PARK

1. Well known for:
  1. Signature fried chicken
  2. Relatively competitive pricing
  3. Well-established brand in the community
2. How to win?
  1. NALE is known for its grilled chicken and special sauces
  2. NALE is relatively price competitive against Village Park
  3. Go after the niche (ready-to-eat) & expansion



## ALI MUTHU & AH HOCK

1. Well known for:
  1. A good mix of local foods across Malay, Chinese and Indian favourites
  2. Expanding rapidly in key town areas
2. How to win?
  1. NALE is known for its grilled chicken and special sauces
  2. NALE to expand its menu to include innovative flavours
  3. Co-franchising model to scale quickly



## NANDO'S

1. Well known for:
  1. Grilled chicken and Peri Peri sauce
  2. Established brand & franchise model
2. How to win against:
  1. NALE is known for its grilled chicken and special sauces that has a Malaysian twist of spices to it
  2. NALE is relatively price competitive against Nando's
  3. Go after the niche (ready-to-eat) & expansion

# FINANCIAL ANALYSIS



# WE'RE RUNNING STRONG EVEN WITH COVID

For the first year (2020) of running NALE, the business generated a profit of RM 63K operationally despite the COVID-19 pandemic



**2020**

<b>OPERATING REVENUE</b>	<b>RM 1.32 Million</b>
<b>TOTAL EXPENSES</b>	<b>- RM 1.26 Million</b>
<b>NET P&amp;L</b>	<b>+ RM 63,000</b>

**Note:** Detailed breakdown to be provided upon request.



# HOW DOES 80x YOUR MONEY SOUND?

**Total Funding Target for  
2021 - 2022**

**RM 10M**

Initial investments would be used for:

1. Expansion CAPEX (First 10 local outlets)
2. Business operational turnover in the next few years
3. Marketing & branding efforts

**Target Local Outlet Growth in 10 years**

**50 outlets**



**Planned revenue in 10 years**

**RM ~260M**

**Potential Growth\***

**~80x**

**\*Note:** Potential growth values are based on ideal conditions at planned outlet growth rates and assuming reinvestment of all capital back into business

# KEY ASSUMPTIONS

1. All provided projections are based on historical performance and macro economy assumptions. These projections are subject to change depending on market conditions.
2. Numbers include a 6% YoY steady rate of inflation (based on Malaysia's historical inflation rate).
3. Projections do not account for additional brand equity based on brand recognition in the market, which can further increase the value of a business.
4. Rate of returns (ROR) and performance is non-binding and not a guarantee as with all other forms of investments. Actual figures will be released to investors at the end of each FY after the annual financial audit.
5. Investors who have invested may be provided shares to become stakeholders depending on the investment agreement. Shares provided to all stakeholders are subject to dilution on an agreed quantum as more capital is reinvested into the business.
6. Shareholders have the right to participate in management meetings and provide opinions on business direction. However, all decision making will be finalised and made with the approval of the managing director, Andreas Domingo as stipulated in the shareholder agreement.

# OUR STORE & BRAND





# OUR DISHES





# SOCIAL PRESENCE

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[bit.ly/39EUxKc](https://bit.ly/39EUxKc)



[@nalenasilemak](https://www.instagram.com/nalenasilemak)



[wa.me/60162571748](https://wa.me/60162571748)



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[bit.ly/39G52Nc](https://bit.ly/39G52Nc)



# CONTACT

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