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Supply Value Chain in Food Business





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Yoshinoya vs Malaysian Company

Yoshinoya Restaurant

Establish their own farm to supply the input for the restaurant.

Control and supervise their own quality of farming product

Customers awareness about all Yoshinoya products

Less manpower, more machine, more profit, good marketing for all products.

ISSUE

Malaysian Restaurants

Mostly, the restaurants have contract farming.

Give the standard of the quality of food product to the farmers

Some products of the company, the customers do not aware

Many work, more manpower, use machine, profitable, marketing all the product but for certain product not very well accepted.

Necessary Action

Quality control at farm



More promotion on Malaysian company product.



Management and processing system



Expected Outcome

Visit the contract farming farm by the restaurant company might improve the quality of the restaurant product.

It also give more understanding about farming operation management, plus more cooperative.

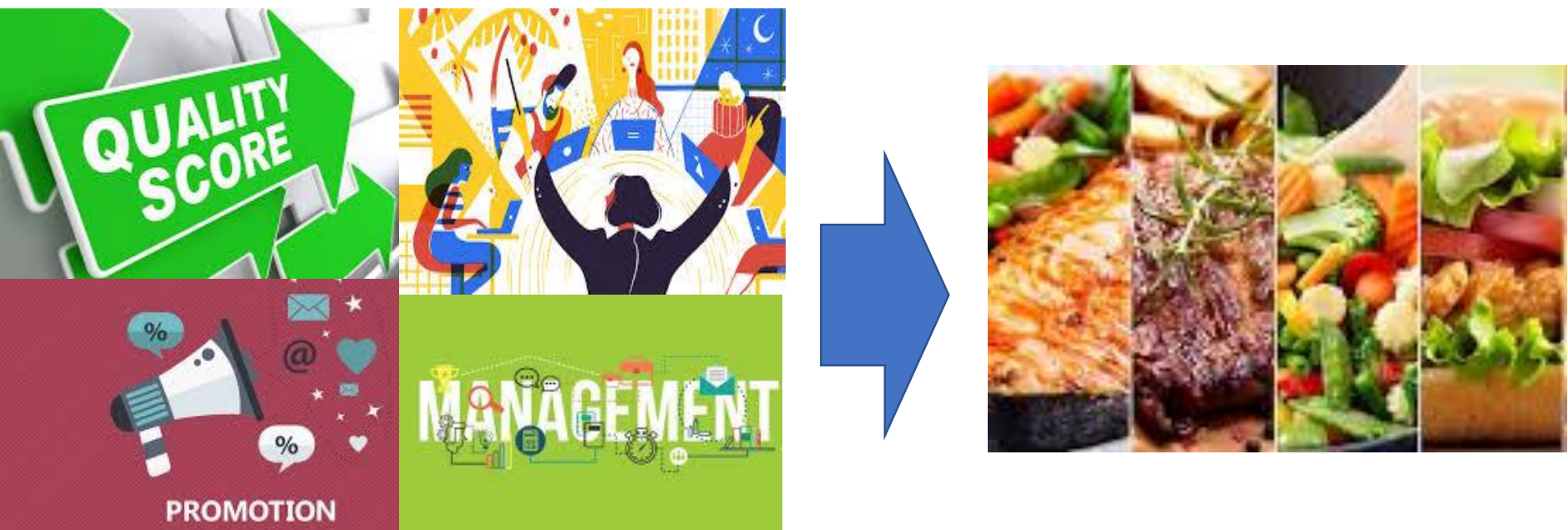
Help other farmers influence to increase their quality of the raw material product.

Influencing our local restaurant to take our own farmer product that related to their input



Conclusion

Quality control of the input, promotion, managing and processing system will influence the production quality of the restaurant food, besides it will increase the attraction and awareness of customers to their food product.





THANK YOU

