



Unleashing the “Mania” – 7 million plates of pasta sold... and counting!

PASTAMANIA continues to expand and win devotees everywhere they set up shop...

PastaMania is a fun, dynamic Food and Beverage business that has ignited a quiet revolution with its “Quick, Casual, Italian Dining” concept. PastaMania serves great tasting meals made from high quality ingredients, cooked fresh and at prices readily affordable to the masses. The PastaMania brand is revolutionizing the way people eat Italian food.

a runaway success from the first day of operations.

In recognition of the excellent growth potential, GlobaMatrix Holdings Pte Ltd (GMX) invested in the PastaMania business in January 2002 with the intention of expanding the operations both locally and internationally. GMX, with extensive expertise in branding and franchising, further enhanced the original food court concept into a franchisable, stand-alone restaurant system with a fresher and younger image. This PastaMania ‘look’ and concept have now become distinctive elements of the

brand. The positive responses show a wide acceptance of the growing band of enthusiastic and loyal customers (whom PastaMania call “Pastamaniacs”) to the brand and to the food.

Largest in Singapore... to the next frontier

Today, 10 years since its opening, PastaMania is the “Largest Italian Restaurant Chain in Singapore”, based on the 2007 Singapore Book of Records. It now operates 17 outlets in Singapore, 9 outlets in Kuwait and UAE, and 3



Marinara Pasta

A brief History

The journey from dream to reality started small in April 1998 with an outlet within a food court, at the basement of a shopping centre. With its strong belief that good quality Italian food should be affordable, it focused on menu development, products quality, service concept and store design. Its unique concept was the first of its kind in Singapore and that has proven to be



Lot 1- Chua Chu Kang, Singapore



PT Gera Pune, India

is the only way we can continue to be the market leader in the highly competitive F&B business”.

Market penetration and improving yield per outlet

Having invested heavily on menu development, operations system set-up and staff training during its initial years, PastaMania is now set to build on this solid foundation with its accelerated market expansion plan, as well as new business extension initiatives. Its objective is to improve outlets’ sales through business extensions such as delivery service, Kids’ meal, extended business hours and breakfast menu. “Rental cost is spiralling up in all countries; we therefore need to be creative in developing sales initiatives that can improve our yield per square feet of rental space”, said Rashid Hassan.

in Indonesia. There is no slowing to this business as PastaMania recently opened its first corporate flagship outlet in Kuala Lumpur’s Pavilion on 20th September 2007. There are now 3 outlets in Malaysia with plans for many more in 2008. In addition, a Master Franchisee for India was secured in 2007 which will see PastaMania opening 50 outlets there by the year 2012.

Despite the increasingly competitive F&B environment, Rashid Hassan (CEO, PastaMatrix International Pte Ltd), revealed quite confidently that he is projecting a minimum 25% revenue growth and 20% earnings growth annually. “There is no stopping this pasta craze”, said Rashid Hassan. “Our concept of affordable, high quality pasta and pizza can be replicated in every part of the world, so there is actually no limit to how large this business can grow!”

Listening to our Customers, Employees and Franchisees

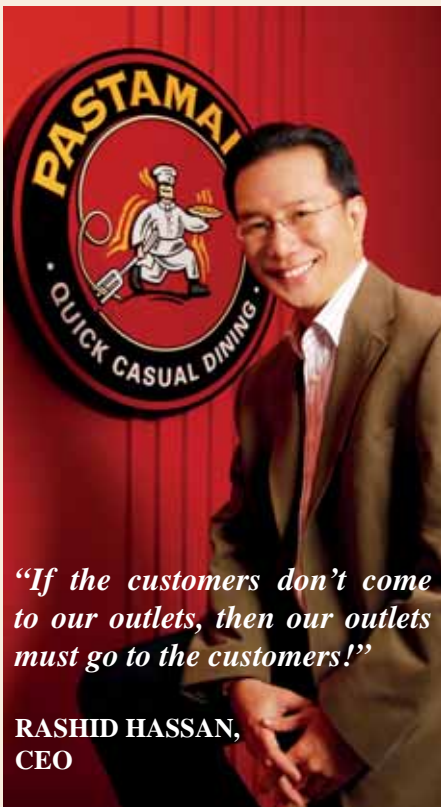
In order to continuously please the customers, the menu is reviewed every quarter so that none of its customer will get tired of its offerings. Based on feedback from customers and franchisees, the line of Vegetarian and Japanese Pasta were launched recently. They have been so well-received that they have since been added permanently

into the main menu in Singapore.

“PastaMania believes in cross-fertilization of ideas among its franchisees. The 2-way idea sharing process has benefited both sides with a richer, more exciting menu and improvement of work processes and efficiency,” explained Rashid Hassan. New ideas are consolidated and sent to all the franchisees on a quarterly basis. “We need to encourage and cultivate this culture of innovation and cross-learning among all our employees and franchisees,” said Rashid Hassan. “That

The delivery service launched in 2006 has grown from 2 outlets to current 11 outlets in Singapore. PastaMania’s delivery service model has been successfully launched in Kuwait, the UAE and Malaysia. This has significantly increased the “reach” that PastaMania has within its local community. In Singapore, PastaMania plans to have island-wide delivery coverage by middle of 2009. As quoted by Rashid Hassan, “If the customers don’t come to our outlets, then our outlets must go to the customers!”





"If the customers don't come to our outlets, then our outlets must go to the customers!"

RASHID HASSAN,
CEO

PastaMania is owned by PastaMatrix International Pte Ltd, which in turn is part of GlobalMatrix Holdings (GMX) stable of companies. GMX is the holding company and franchisor of various businesses and brand names like V-KOOL, Huper Optik, Nanolux and Spinmaker360. In recognition of its achievements, PastaMania's directors (see Mr. Andrew Kwan and Colonel (Retired) Wee on the Front Cover—standing right and left respectively) have been conferred as The Entrepreneur of the Year 2004. Other awards & accolades include Franchisor of the Year Award 2007 by the Franchising & Licensing Association, Singapore, Singapore SME 500 Award, etc. (please see www.pastamania.com)



Bringing the PastaMania "taste" worldwide



PastaMania is fanatical about the quality of its franchisees, as much as it is about the quality of its ingredients. Only "in-house, Pastamania" brand of whole-peeled Roma tomatoes and "Barilla" brand pasta from Italy are approved and used worldwide. PastaMania negotiates directly with the principals in Europe, to get the best quality and value. By removing the middle-men, PastaMania is able to pass off the savings back to the customers. On a monthly basis, PastaMania uses over 24 tons of canned tomatoes, 12 tons of pasta, 8 tons of whipping cream and 4 tons of flour. This economy of scale helps favourably during the price negotiation process. Having a central warehousing and distribution facility also helps in containing the cost. "Although the price of our pasta starts at SGD\$4.90, we do not compromise on the quality. We just need to be smarter and more efficient in managing our costs" said Rashid Hassan.

Firm in Quality, but flexible in approach

PastaMania believes in being relevant to the market place that it operates in. "Without short-changing on the brand, standards and business concept, we need to adopt an open mind-set and listen to the customers and franchisees in countries that we want to do business in" said Rashid Hassan. This "flexibility" has enabled PastaMania to open its first 100% vegetarian restaurant in Ahmedabad, India in November 2007. PastaMania also operates a "beef-free, pork-free" menu in the other parts of India. With this positive support, the Indian franchisee is encouraged to expand rapidly all across the continent. In Malaysia, PastaMania is applying for the Halal license and in Kuwait, it

is exploring to operate its delivery service from a smaller size outlet.

PastaMania's Business Development Manager makes regular visits to all franchisees and keeps the communication channels active and vibrant. The Corporate Chef also makes twice yearly visits to all franchisees to follow-up on quality standards and at the same time share new recipes and techniques. It is common for ideas from franchisees to be shared and implemented into the PastaMania system. This continuous process makes PastaMania relevant and pro-active in the community that it operates in.

It is through this consistent focus and passion, coupled with a proven profitable business model, that PastaMania was awarded the 2007 Franchisor of the Year Award (awarded by the Franchising and Licensing Association of Singapore).

What you get from PastaMania

The key features that a PastaMania franchisee will receive are:

- A successful, well-tested Business Concept
- Great Products and Service
- A comprehensive Start-Up and Operating System Manuals
- Regular Research & Development Updates
- Continual PR, Branding and Marketing support
- On-going Visitations, Audits and Idea Sharing sessions
- Fiercely-committed & Passionate PastaManiac Team
- Impressive ROI

Want to be a PastaManiac?

PastaMania invites interested parties from all over the world, who share the same passion and belief in serving great tasting Italian food at affordable prices, to contact Felix Cheok 65-62763009 ext.505 or email him at email: felix.cheok@pastamania.com for further discussions.



“Mania” 如脱缰之马, 已卖出 700 万盘, 还在不断的计算着..



PASTAMANIA 百事达继续发扬光大其业务, 分店遍布各地, 赢得众多狂热的顾客。

PastaMania 百事达是个充满生机和乐趣的饮食业务。它正以“快捷简便的意大利餐”的概念, 点燃了饮食业无声的革命。PastaMania 百事达只提供新鲜的高品质的配料, 现场烹煮, 其美食只收取一般人乐意支付的价钱。PastaMania 百事达这品牌, 已改变了人们享用意大利面食的强大趋势。

发展简史

从构想到创办, 在草创之初, 只在购物中心底层食阁内, 设立一间小店, 这得追溯到1998年4月。PastaMania 百事达坚决的相信, 高档的意大利餐, 收费也必须合理。PastaMania 百事达专注于食谱菜式的创新。食品务求精良, 服务周到虔诚, 店面摆设优雅舒畅。它这独特风格, 在新加坡算是首创, 而且得到肯定。它开业第一天, 就门庭若市非常成功。

开创还不足四年, PastaMania 百事达优越的增长潜能, 就博得 GlobalMatrix Holdings Pte Ltd (GMX) 的赏识, 在2000年正月, 决定投入巨资, 入股PastaMania 百事达企业, 并计划把它的业务拓展到本区域, 最终遍布全球。GMX 凭其深厚的名牌及特许经营的特长, 决定把原本单纯的食阁的概念, 兑变成可开创特许经营的鲜明亮丽的形象。这 PastaMania 百事达形象, 如今已展露了其独特素质的气派。而且极受欢迎, 揭示它广泛的受到的热诚的顾客忠心耿耿的爱戴。这一大群迷

恋这品牌, 嗜吃其美食的顾客被称为 PastaMania 迷。

新加坡的最大。走向新疆域

今天, 创业10年之后, PastaMania 百事达已是新加坡最大的意大利连锁餐馆。根据2007年新加坡年鉴, 它在新加坡已设立了17间分店, 在中东及阿联酋长国设立了9间分店, 在印尼设立了3间分店。这就停顿下来吗? 才不呢。PastaMania 百事达已再接再厉的发展到吉隆坡。最近, 2007年9月, PastaMania 百事达在吉隆坡的 Pavilion 开了一间旗舰店。它也计划在2008年设立好多间连锁店。此外, 在2007年, 它也在印度签署了总加盟合约。这将为它在4年内印度开设50间连锁店铺路。

尽管面对餐饮业日益激烈的竞争, 拉昔. 哈山, PastaMania 百事达的总裁, 很有信心的出示他所定的指标(最少也能达成): 营收年增长25%, 盈利年增长20%, “这种对意大利面的狂热宠爱, 是不会消退的”, 拉昔. 哈山说。“我们仗着价廉物美的原则, 来经营意大利面, 可无往而不利, 放诸四海而皆准。换言之, 我们的业务会有多大的发展, 是无穷无尽的。”

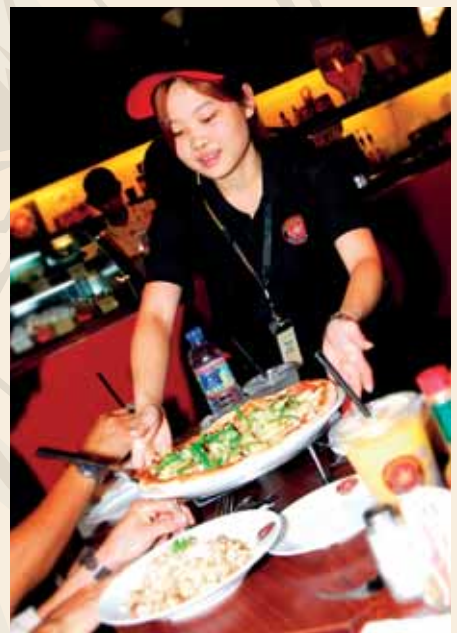
善待顾客, 员工和特许加盟商

“为了持久的满足顾客, PastaMania 百事达的食谱菜式每季都得检讨。经常提供新食谱菜式, 可避免让顾客产生厌倦。不久前PastaMania 百事达推出素食餐, 以及意大利式的日本面, 顾客蜂拥而至, 赞赏纷至沓来。这两

款就是受顾客和加盟商回馈而采用的。这两种好食谱已经被永久收进新加坡的主菜式。”

“PastaMania 百事达相信与加盟商的双程交流, 分享心得, 互通信息, 将使食谱菜式更丰富多彩, 工作方式程序更精进高效, 彼此都受益无穷。所汇集的好点子, 都会每季分发给各盟友。我们和员工及加盟商之间, 必需鼓励和栽培这种创新的文化, 互相学习。唯有这样, 我们在这高度竞争的餐饮业里, 才能持久的领袖群伦。” 拉昔. 哈山说。

各单位的市场渗透和增进收益



PastaMania 百事达花了开头的五年来作基本功。它投下巨资编排食谱菜式, 设立操作制度, 培训员工, 建立稳固基础。现在它尽可能加速进行扩展, 增加新业务, 如: 快递派送, 儿童餐, 延长营业时间, 早餐菜式等等。因为屋租螺旋上涨, PastaMania 百事达必得设法开源以增进收益, 使每方尺租金的付出, 都能得到更好的收益。PastaMania 百事达更关心的是, 它的每一系统都能相辅相成, 毫无间隔的促进效率。

在新加坡, 原本只有一家PastaMania



Internet City, Dubai

百事达，从2006年开始提供派送服务。如今，已经增加到11家，营业增长了300%。这快递派送服务，也成功的推广到科威特，阿联酋长国和马来西亚。这种服务，明显的增加PastaMania百事达在社区的接触面，PastaMania百事达计划到2009年年中，把派送服务推广到全新加坡各个角落。就引用拉昔·哈山的话：“如果顾客不来我店，就由我店到顾客那儿去吧”。此外，PastaMania百事达也开始接受外包服务，也得到了惊人的反应。

“另一项PastaMania百事达正在改进的，是按各区域的个别需要，而延长服务时间，从目前的12小时增加到全日24小时。PastaMania百事达的市场信息告知许多生意点子会有意料不到的丰收，作为特许经营盟主，PastaMania百事达绝对会把这些赚大钱的点子，告知特许经营加盟商。”总裁拉昔·哈山先生说。

焦点对准加盟商把PastaMania带到全世界

PastaMania百事达对加盟商素质的过份苛求，就如它对食料的苛求一般，非常重视。只准自家制作的PastaMania百事达品牌，及去了皮的罗马(Roma)番茄和意大利来的Barilla名牌面才可采购。即使乳酪也是从南美进口的，奶油是从爱尔兰进口的。“PastaMania百事达对素质绝不妥协。PastaMania百事达直接亲自跟欧洲的头盘商洽谈，以保证作到价廉物美。跳过中间商人，PastaMania百事达就可把节省的钱，转给顾客受惠。每个月，PastaMania百事达的消费，超

过24吨罐装番茄，12吨意大利面，8吨奶油，4吨麦粉。这经济效益有助于讨价还价。其次，有中央货仓和分配设施，也减低成本。但不降低品质。“虽然PastaMania百事达的意大利面一盘卖新加坡币4元9角，但顾客却饱餐美食。宠爱有加。PastaMania

百事达对质料绝不妥协。PastaMania百事达必须精明的有效率的控制成本，维持价廉物美的声誉。”拉昔·哈山先生神采飞扬的说。

虽坚持品质超群，却顺应地方情况

PastaMania百事达的营运，是充分配方所在地的情况的。“在不败坏品牌，不降低标准，不改变企业理念的大前提下，我们会采取开放的态度，倾听当地的顾客和加盟商的意见。”这顺应需求的态度，促使PastaMania百事达，在2007年11月，在印度的古吉拉特市，设立100%纯素食的餐馆。而且在印度的一些地带，提供“无牛肉，无猪肉”的食谱菜式。有盟主的鼎力支持，是印度区域加盟商最大的鼓励，它于是快速的扩充业到全国各地。在马来西亚，PastaMania百事达正在申请Halal执照，在科威特，它正尝试让一间小店展开快递派送服务。

PastaMania百事达的企业发展经理，经常到各地访问加盟商，维持活跃的双程沟通渠道。企业的首席主厨每年都到各加盟商视察其品质，并交流新食谱菜式，烹调窍门等。“我们经常分享加盟商的心得，并择其优者采用为PastaMania百事达的制度。这些经常性的活动，让PastaMania百事达融入当地的民情而不至隔阂。”

就是通过这不懈的专注与热诚，加上拥有上乘有利可图的商业模式，致使新加坡特许经营及许可协定协会(FLA)，于2007年颁发予PastaMania百事达该年度最佳特许经营授权商奖。

加盟PastaMania百事达会得到什么?

吸引人加盟的主要项目包括:-

- 有成功的百试不爽的企业模式
- 高超的品质及服务
- 有完备的创业手册、操作系统、制度等
- 定期经常研究及发扬公司的业务
- 在人际关系、品牌、市场促销等得到持续的辅助
- 经常的访问、审计、交流、沟通
- 认真负责且富热诚的PastaMania百事达团队
- 动人的投资回报

有意思加入PastaMania百事达吗?

PastaMania百事达诚邀世界各地的创业者，只要你赏识价廉物美的意大利面，有热诚，有献身精神，愿意提供高超的服务，请与Felix Cheok先生联络。电话No: 65-62763009 转接505 或发电邮至: felix.cheok@pastamania.com与他洽商详情。



“PastaMania百事达是PastaMatrix国际私人有限公司所拥有的。后者依次是GlobalMatrix控股公司(GMX)群公司中之一间。GMX是许多各种企业和名牌公司的控股公司及特许经营授权商。例如: V-KOOL、Huper Optik、Nanolux 和 Spinmaker360。这些企业的成就，已得到充分的赏识。2004年，PastaMania百事达企业的董事们(见封面人物前排站立者右为Andrew Kwan先生，左为退役陆军上校Col. Wee先生)被颁赐予该年的创业家奖状。其他的奖状和赞誉包括新加坡特许经营经营及许可协定协会(FLA)颁发的2007年最佳特许经营授权商奖，新加坡500家中小型企业奖等等。(详情请游览 www.pastamania.com)