

HAZEL TAN

FOUR-time Singapore Prestige Brand Award (SPBA) winner Rasel Catering Singapore has reaped the rewards of its branding efforts since 2009.

The catering business was a Promising Brand winner in 2010. It was awarded the Established Brand thrice — in 2011, 2013 and this year.

Says Mr Alan Tan, 51, managing director of Rasel Catering: “Branding creates a distinctive identity that differentiates us from other competitors and helps us to stay on the minds of our customers when it comes to catering.

“SPBA has boosted Rasel’s brand awareness among participants, our customers and the general public, thereby improving our credibility in the aspects of service, food and décor.”

In fact, the accolades have increased the perceived value of the business. As a result, customers become willing to pay more and this leads to better sales revenue.

Artisans of joy

Being an SPBA winner has also helped Rasel Catering attract and retain employees.

“Employees are motivated to work for a brand that is moving forward and growing, as that means we are able to offer them more opportunities to excel and develop,” says Ms Chris Loh, 43, Rasel Catering’s creative director.

Since the business started in 1997, the company’s staff, from culinary crew to front-line employees, have made their work more meaningful by spreading joy at catering events.

Says Ms Loh: “As artisans of joy, we believe that the joy we create at events leaves positive feelings and brings about lasting memories for our customers. These positive feelings contribute to repeat patronage.

“We infuse each experience with blissful aromas, textures and colours, and season each affair with warm little touches of artistry and flawless service.”

Branding initiatives

In the last 18 years, the company has continued to build trust with passion, excellence and innovation, she adds.

To take the business to greater heights and to move with the times, Rasel Catering undertook a re-branding exercise in 2013.

The exercise helped the company leverage more effective platforms to reach its target audience.

“In a competitive industry like catering, research and development is always on top of our minds. We need to inject new ideas in our catering services and stay ahead.

“By delivering on our brand promise, we have been able to attract new customers and grow customer loyalty,” says Ms Loh.

As part of its branding initiatives, Rasel Catering organised an event targeted at 50 corporate companies last August, which saw an 80 per cent attendance rate.

Catering to expansion

Rasel Catering Singapore builds trust with passion, excellence and innovation in its business



Mr Tan and Ms Loh are glad that SPBA has boosted Rasel Catering’s brand awareness among its customers and the general public. PHOTO: ASME

As artisans of joy, we believe that the joy we create at events leaves positive feelings and brings about lasting memories for our customers.



MS CHRIS LOH
creative director
Rasel Catering Singapore

“Such partner relationship is important and helps us expand our reach. The event gave us an opportunity to foster closer working relationships with our partners and reinforce Rasel’s branding.

“After the event, we saw an increased interest in terms of enquiries from these companies,” says Mr Tan.

This year, Rasel Catering organised a wedding workshop, which drew 60 couples at its new flagship venue, Sky Garden.

The publicity of its wedding packages gave the target audience a first-hand experience of its set-up, decorations and food dishes.

Rasel Catering is tracking well in sales revenue and expecting a growth rate of 39 per cent.

As part of its growth plan, the company acquired Purple Sage Group, a non-halal premium caterer last December.

“We hope to penetrate the market further and increase our market share by at least 50 per cent.

“We are also open to exploring new markets and foreign markets should there be any opportunities and needs,” says Mr Tan.