

Delivering enjoyable meal experiences

Rasel Catering Singapore is taking to social media to grow its market share and win more hearts with its good food, innovation and service excellence



Mr Tan and Ms Loh ensure that every Rasel Catering affair is a memorable experience.
PHOTO: RASEL CATERING SINGAPORE

HAZEL TAN

CONSISTENCY in its branding has served Rasel Catering Singapore well for the 19 years since it was founded.

"Knowing your customers well and keeping a consistent brand message is key. We have a loyal pool of customers as well as new prospects that place their catering orders with us. Our consistent branding has positioned us distinctively, which helps to bring in catering orders even during the non-peak seasons," says Mr Alan Tan, 52, its managing director.

Rasel Catering received its fourth Established Brand award in this year's Singapore Prestige Brand Award (SPBA). It received the same award in 2011, 2013 and 2015. The company was also named Promising Brand in 2010.

Being a SPBA winner has boosted Rasel Catering's reputation and is a recognition of its branding efforts, says Mr Tan.

"Winning an SPBA award for the fifth time is a genuine honour as SPBA is a well-known and prestigious award. We believe that our customers are also convinced of the quality of our food and reputation," he adds.

Artisanal affair

Established in 1997, Rasel Catering has won fans and customers with its passion for food, its customer-centric business philosophy as well as its artistic and innovative creations.

For Rasel Catering, every Rasel affair is an artisanal affair. The company launches promotions and new menus regularly "to excite the taste buds and to encourage buying", says Ms Chris Loh, its creative director.

"By delivering on our brand promise, we have built confidence and provided assurance to our customers, which in turn grows our market share. Our branding efforts have also paid off. Our customers view catering as more than just food and are less price-conscious," she says.

Its recipe for success comprises food artistry, technical artistry and people artistry.

"Food artistry means using the freshest ingredients, innovating from old recipes and having exacting visual presentation of food. Technical artistry means we ensure precision in every minute detail. Our employees know every one of them plays a crucial role to craft perfection in every Rasel affair. That's people artistry," explains Ms Loh, 44.

Connecting online

Rasel Catering has been quick to build its digital presence to grow its market share. It is also putting greater focus on advertising on digital platforms such as Facebook and search engine optimisation.

"We constantly monitor our ranking in search engines and update ourselves to maintain our ranking for higher online exposure. To further strengthen our online presence, we have plans to engage an agency for Facebook management to increase engagement with customers and prospects," says Ms Loh.

In April, the company successfully launched a branding campaign on bus shelter panels and Facebook for a month to raise awareness of its brand and garner responses to a contest that it ran on Facebook where consumers participated by scanning the QR code on the advertisements to stand a chance to win an iPad.

With its 20th anniversary coming up in March next year, Mr Tan looks forward to the company continuing its legacy of innovation and service excellence.

"Clients can expect a string of unique surprises lined up for them. They will not only taste the food, but will be involved in the hatching, incubation, and birth of the craft — emphasising the message that it is the experience that matters," says Mr Tan.

Ms Loh adds: "Our customers are the heart of our business. We are looking deeper into research and development for our products so as to strengthen our offerings. Word of mouth has worked for us and brought in many referrals, so we are looking to incentivise customers with a loyalty programme."

Going forward, Rasel Catering will study food manufacturing markets and is looking to go regional. It will also be introducing "couture" menus including "soupnology, introducing healthy food in style".

"The passion for food will keep us going, enhance our company's profile and extend our brand," says Mr Tan.

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MR ALAN TAN
managing director
Rasel Catering Singapore