

VMALAYSIA SMEISIONARIES



DISHING OUT SUCCESS



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Food Caterers Sdn Bhd

CHAPTER I

What is The Big Rajah Food Caterers?

We are a third generation family business with over 40 years of solid full-catering management experience. From a little catering house, we have grown to a full-services 24 hours, seven days a week, Halal food catering and events planning services company serving over 50,000 plates in one single day.

We are grateful to our clientele, who have trusted us to deliver exceptional results because it is truly our joy to be a part of their celebration. We look forward to creating more signature events reflecting their uniqueness and specialness, leaving a distinct mark on their guests, be it rental of furniture and fittings, staging.

What is the vision for your company?

Serving a 'Banquet Fit for a King' to Malaysians.

What inspired you to take the first step into entrepreneurship?

I was born into the food industry and my skills have been honed since I was very young. My father, JJ Xavier, founded the first Indian food catering house – he has been awarded by the Indian Food Catering Association the Pioneering Father of the Food Catering Industry.

I am a food enthusiast and passionate about creating delightful flavours and preserving age-old recipes in Malaysian cuisine.

Why did you choose to go into this industry?

Although I have (and have had) my fingers successfully in various other industries including property, food is my calling.

Tell us how you've seen the industry grow since the company began.

When we started the first catering house in 1971, there were very few industry players. Many of those who started with us went on to pioneer their own food catering businesses, expanding the market place and have today become our compatriots in this industry. We have seeded many catering houses that have become huge successes in their own right and we are happy for their success. We believe that there is enough market share for good quality food catering providers.

Malaysian food has also evolved. There is now the influence of Western cuisine and today, with food evolution, the concept of 'Malaysian tapas' is a new trend along with fusion cuisine (for example, salmon fish head curry).

Globalisation and the international standards set around the world has truly seen our own national standards in event management and event planning services take to new heights.



How have you felt the company has grown since you started?

We started with only a handful of employees – only a core staff of seven. Up to this day, all of our core and key staff have stayed with us. Every one of our chefs and senior team members have been with us right from the start – this is boasting of over 20 years of loyalty. We believe that if you are loyal to your staff and genuinely care for them, provide them growth opportunities and support, they will be loyal to you and take ownership of their work themselves.

When we started The Big Rajah, we already had a significant client base, as this is the third catering house that my father (and I) have founded. Our clients were the ones who requested that we continue in this industry and serve it to high standards. We have had the pleasure of serving some of our clients for three generations and have married three generations in their families. What an honour!

In the first years, we would serve up to 3,000 persons a day. Today, we have even serviced over 20,000 in one day. That is the massive size of our business. We are professionals with solid experience behind us.

That said, our focus has always been premium quality, not mass numbers. We were invited on several occasions to cater for even airlines. However, we have declined their very kind offers as we prefer to service our faithful clientele with uncompromising quality. Truly, our loyal clients are at the heart of our business.

Chapter II

Tell us about the supportive figures in your personal life. Were they your parents, friends or spouse? How did they help you when it came to managing the business or the stress associated with it?

My father is a great inspiration to me and my mother was extremely steadfast and a strong lady behind the scenes that made it all happen. She wrote many of our signature recipes that we use up to this day.

And today, I have a beautiful wife who selflessly supports my vision for the business and growth.

What about the



supportive figures in your business life? Did you have mentors, advisors or investors? How did they impact the way you run your business?

My parents were my greatest figures of support in my business life as I consider them legends in the food business. They have taught me strong morals, principles and to value relationships. My family and core key staff have always been the shoulders upon which I stand upon.

‘We are like dwarfs sitting on the shoulders of giants. We see more, and things that are more distant, than they did, not because our sight is superior or because we are taller than they, but because they raise us up, and by their great stature add to ours’ – Salisbury.

What have you learned on your entrepreneurial journey?

Everything is difficult until it becomes easy – so you have to work hard and stick to your calling. Though first, you must find your true calling in business and when you find it, you will succeed because of the passion that drives you and satisfies you.

What advice would you give if you could talk to yourself when you first

started and why?

If I could talk to myself and give myself any advice when I first started my business journey, it would be to treasure the moments of those close to you. That is what the company is all about – it is celebrating and creating lifetime memories by serving excellence in event planning and food catering services.

How do you feel you have grown as a person since you first started the company?

Over time and the trends of internationalisation, I have travelled extensively and continue to do so to savour fine cuisine all over the world, and bringing home best practice standards and creating new flavours and styling through fusion dishes while preserving traditional recipes.

Chapter III

What are you most proud of achieving in your company so far?

Receiving numerous accolades, awards and recognition for my contribution to the industry and the Malaysian public.

How did you manage to

achieve it?

By staying true to my calling. I devotedly work very hard in establishing best practice standards in food preparation, hygiene standards and event management requirements, with the aim to delight my clients by serving them excellence on a platter. I genuinely care for my team and inspire them to their personal best. And above all, I am truly blessed by God.

How have those achievements impacted your personal and business growth?

The recognition of these efforts has spurred me to greater heights and greater ambition in taking the Malaysian food industry to a new level altogether.

What has the company planned for the future, and what steps are you taking to achieve it?

In the future, we will continue to expand our offerings, innovating new dishes for the Malaysian people and investing into food technology as well as service training.

Where do you see your company in ten years’ time?

Listed on the Kuala Lumpur Stock Exchange.