

THE BRANDLAUREATE SMES BRAND CHAMPION AWARD



YBHG DATO' DR JOHN WILLIAM XAVIER

Chief Executive Officer
The Big Rajah Food Caterers Sdn Bhd



Dato' Dr. John William Xavier, is known for his leadership in the food catering business as he takes the reign from his late father, Mr. John Joseph Xavier to rise up The Big Rajah from its humble beginnings until it is crowned as one of Malaysia's most outstanding catering houses.

As an industry leader and celebrity food icon, with his strong catering experience tucked under his belt, has made him stand at the forefront of innovative food development in Malaysia. The company that he has built on is also pioneering the path for fellow industry partners as he revolutionised The Big Rajah to be constantly moving and relevant in the catering industry.

Under his leadership, The Big Rajah has delivered exceptional results for its clientele and has grown by word

of mouth as customers sought the professional services of his brand for their celebrations. The Big Rajah is a full service catering and event planning company that aims to provide the A to Z of a function requirements. Today, it employs 45 full time employees and another 150 part timers and with this, the company intends to consolidate and strengthen its local market presence.

On a personal front, Dato' John is a big hearted and witty person. He is compassionate and kind, willing to mentor, teaches and guides his team. He is also an outstanding leader constantly inspiring his team towards the company's mission and goals and rewards them generously. A very well respected individual in the community, Dato' John is a man of integrity who values professional competence and personal character.

