



Dare to dream big & be rewarded with a **ROYAL WEDDING BANQUET**

JOHN WILLIAM IS THE VERY EMBODIMENT OF DOWN TO EARTH CHARM-A STANDOUT QUALITY OF THIS SELF-MADE ENTREPRENEUR THAT IMMEDIATELY ENDEARS HIM TO CLIENTS AND JUST ABOUT ANYBODY.

Since his marriage more than a year ago, the man, rather the brand that is The Big Rajah [TBR], bears newfound radiance and contentment. Of course that could partially be attributed to the steady rise of his incomparable catering business too, but when he starts speaking, whether it's about his loyal, dedicated team of friends and staff that manage the fluid running of the business or his better half Inthira, it becomes even clearer that the man thrives in the company of his loved and trusted ones, and benefits tremendously from his flourishing family business.



“As much as I enjoy the corporate life that allows me to drive a luxury car or travel at leisure, I also want to share that blessedness with my customers,” starts John on a benevolent note, adding, “without having to pay too heavily that is. People, especially during a wedding celebration, should be able to treat their guests like royalty without paying a king's ransom. My father established that policy and today as The Big Rajah I'm merely extending on that premise, which gives me immense joy and satisfaction.”

Tucked away in a quiet corner of SS23/10 of Taman Sea,

Petaling Jaya is TBR's main headquarters from where John and his team operate their niche business, although John has issues about using the term 'niche'. “The term niche I feel automatically distinguishes people into different classes, something I don't agree with. We don't attract any niche group, rather I think the niche crowd comes to us and I don't care to describe their characteristics. The Big Rajah client is fully aware of what they want, knowing that we'd be able to deliver to their expectation, and possibly beyond. I've no qualms about even revealing the recipes of some of the main dishes from our menus. In fact I



have presented little snippets of recipes in the Big Rajah seasons' greetings cards that we send out to clients," says John who believes that more than the ingredients that go into a dish it's also about passion, attitude and pride that mould the final product.

Knowing how much Malaysians love their food, and the country being a food paradise, TBR started with a vision to make it a company that provided the A to Z in function management. Anyone starting a business in

good faith will wow to satisfy the customer at all cost, which also remains TBR's main value to this day and John has a deep understanding of the importance behind the philosophy. "It's not an easy feat; we try to go out of our way to please the customers as we realize that a happy customer is a repeat customer and tells all his friends about you. A lot of our business is repeat orders," he says.

Beyond great food and exemplary service, TBR also

benefits greatly from the undeniable impact of branding. Business savvy John isn't unaware of this either. He possesses sufficient acumen to recognize the value of branding and how much it has impacted his business.





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If there's one thing TBR would not compromise on it's their brand value and pretty regal tag line "The Royal Banquet". "We distinguish ourselves by having a modular style of food preparation right to loading and dispensing our function, after which we also follow a strict post mortem and feedback from our clientele," John explains.

Surveys consistently reveal that food is the foremost priority at weddings, with guests being particularly fond of passing comments on, which makes it the most delicate of decisions

for couples to make. From taste, to presentation to cost and efficiency there's so much to look into so ideally how should a couple preparing for their marriage look at their banquet deal? How would you lay out the steps to take when planning a satisfactory reception? Who better to ask than the man who has been setting benchmarks in the industry!

The response comes swiftly from John as it wasn't all that long ago that he himself hosted friends and family to his own 'royal' wedding banquet!

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flow of the food, the dishes that will complement each other...and food that is overall accepted rather than unique to a minority, making sure everybody has a good meal with enough varieties and are happy when leaving," answers John with relish.

Well, he is the authority. After all TBR is privileged to have served many great feasts to clients irrespective of socio economic strata-from the man on the street to foreign dignitaries, Bollywood stars, religious leaders, sports personalities, not forgetting Prime Ministers and Royalties! That may be the case but what is it about his business that gives our big rajah most joy and satisfaction? "On any given day meeting someone, a group or a letter that thanks TBR for a job well done-that satisfaction of good service

cannot be replaced," comes the well polished answer from John William, as we leave behind a well-established, hygienic premises that permeates the unmistakable aroma of good food!