

**A**rriving half an hour prior to the event, Dr John William Xavier was impressed at the way the event was organised and said, "The SMEs who are not here, ought to be here. SMEs often feel marginalised because they feel like they can't compete with the big corporations. This is our forum, it lends support to the community. This is a good way to start, grow and become big"

Xavier, also known as 'The Big Rajah' is a household name when it comes to food catering and event services. According to Xavier, the togetherness that is built from

this forum is exactly what SMEs need, "What was important was the 'close factor', when entrepreneurs come to the event, they discuss about something and they keep in touch. There is also always something to learn from the presentation from the speakers," Xavier said.

Aside from the networking sessions he adds, "I see something that I can take home to my company from this congress. This congress and the people from the company (MALAYSIA SME<sup>®</sup>) make people feel important."

He also shared with MALAYSIA SME<sup>®</sup> on some of the plans for Big Rajah as it gets

closer to the final quarter of the year. "We have to strive for good sales each month, not just end of the year. Just like the theme of the congress, 'Evolution' I noticed that the food business is also becoming more and more sophisticated. The way people serve food and the business operation itself.

"Twenty-five years down the line, we are where we are because of our customers. It is a touch service – we don't only sell or serve."

On the future of MALAYSIA SME<sup>®</sup> Congress, he is certain that he will still be attending by saying, "As long as you keep people feeling good, they will come back." **MSME**



**Dr John William Xavier**  
CEO

The Big Rajah Food Caterers Sdn Bhd