

Keep Improvement, Keep Pace with Market Trend – Singapore Five Star Hainanese Chicken Rice



Established in 1988, **Five Star Hainanese Chicken Rice (Five Star)** has bought traditional Hainanese-style cooking to customers for 20 years. Known for their kampung chicken, the free-range chicken served at Five Star is lean and less fat. Their less oily chicken rice is attractive to the customers.

In fact, their choice on kampung chicken was started in about 10 years ago. **Mr. Yeo Ban Seng**, a partner in Five Star who has been operating a farm in Malaysia, found that kampung chicken is less fat so that it was good to make less oily, healthier chicken rice. Definitely the chef of Five Star (also the partner of Five Star) is also the soul of making their well-known chicken rice. He has over 30 years experience in making chicken rice and eventually has created his secret method in cooking chicken.

Fine-tuning the business to meet the market need

Five Star also provides extra dishes in their restaurants so that customers can have more choices when dining in Five Star. As Five Star successfully meets the market need of healthy eating, it successfully attracts more customers and many of them become loyal customers that they will visit Five Star regularly.



In the past few years, Five Star won several awards in food service industry, such as “2002 South East District Food Festival Parkway Parade Best Chicken Rice” Award, “2006 Encounter of the Kings” Award and “2008 Big Four Chicken Rice Heavenly Kings” Award etc.



Using Seito to enhance the efficiency and get better analysis

Five Star has employed **Seito Food & Beverage Management System** to their restaurant. “Apart from stable system and reliable support from the provider, the system provides various types of reports for us to do in-depth analysis. This is very important for us to prepare enough food ingredients if we learn from the analysis that which kinds of dishes are more popular. On the contrary, we may update our food menu with new dishes and stop pushing some less-popular dishes. Eventually, our revenue may be positively stimulated. All in all, the application of POS Management System is undeniably crucial to the success in running a food business,” the partners of Five Star mentioned.

They are using **Seito Wireless Management System** together with the classic touch screen based Seito POS Management System. The staff found that wireless ordering terminals (PDA) are handy and easy to use. More importantly, they can provide speedy service to the customers by using the PDAs to place orders in front of the customers.

** This customers is achieved and supported by Blue Web IT Systems - Seito Authorized Dealer in Singapore **