

## Service with quality and efficiency – Lo Ba Ben (Shanghai Chamate Group)

“Serving customer like friends and treating employees like family” is not only a clause to describe human relationship but the business philosophy of **Shanghai Chamate**.

Through a cup of tea, Chamate delivers warmth and comfort to the customers and encourages their social communication. Positioning in the market with comfortable environment and original Taiwanese cuisine, Chamate has been expanding successfully and now there are more than 70 stores in Mainland China. In recent years Chamate has been developing other new brands, such as **Lo Ba Ben**, selling Taiwanese fast food, **Wu Ze**, providing Japanese Hot-pot, **Dong Ka Zhi**, providing Japanese style deep fried pork chop and **Fu Gu** which is focusing on puffer fish cuisine. This reflects that Chamate is working hard on exploring more business models.



**Lo Ba Ben** is one of the new fast food brands under Chamate, promoting quality and healthy Taiwanese fast food. Although target customers are different from Chamate's, of whom are looking for relaxing and downshifting lifestyle, Lo Ba Ben stores still have contemporary interior design and comfortable dining environment. The featured Taiwanese cuisines are simple but with good quality. The signature dish, Braised Pork Rice is made with selective ingredients to keep original Taiwanese favour. Thus Lo Ba Ben is very popular since its opening. Now all stores are in Shanghai area and will be expanding gradually so as to attract more Taiwanese fast food fans.

Lo Ba Ben and other brands have chosen **Seito Food & Beverage Management System** to assist their restaurant operations. To further enhance the ordering efficiency, Lo Ba Ben provides Android tablets to their staff to take orders with **Seito Wireless Ordering System**. It allows the staff to take orders right in front of the customers so that the ordering mistakes can be minimised. In 2016, Lo Ba Ben opened two stores at Shanghai National Exhibition and Conventional Center and Pudong Airport. To deal with huge customer flow, the stores have



applied **Seito Self Service Ordering & Payment System**. Using self service POS kiosks, customers can order and pay by themselves so that queuing time at cashiers can be reduced. The system supports Alipay to make payment procedure more simple, reliable and convenient. With this helpful tool, operation manpower can be reduced and efficiency can be greatly enhanced. Customers can enjoy the food with quality service and eventually business revenue can also be increased.