

The Taste of Homestyle Japanese Dishes – Ootoya



Established in 1958 in Ikebukuro, Tokyo, Japan, **Ootoya** is operated to provide homemade style cuisine to the public at a reasonable price. Over the years, with a mind of mother providing healthy food to her family, Ootoya attentively provides delicious and healthy homestyle cuisine to the customers. Under this concept, more than half of the ingredients using in Ootoya Hong Kong are delivered directly from Japan. In addition, there is no central kitchen for the restaurants and all ingredients are handled in restaurants to ensure the freshness of food.

The feature of Ootoya is to offer the customers to taste the daily dishes of Japanese families. Rice, miso soup and a main dish such as grilled fish or stewed fish, pot or deep fried chicken offered together as a set menu. It becomes a popular choice because the customers can enjoy hand-crafted, balanced and healthy set menu at an affordable price. Among the food items provided by Ootoya Hong Kong the Grilled Pork



Belly Marinated with Salted Rice Malt Set Menu is the most popular dish. “Pork belly is marinated by special Japanese salted rice malt, it decomposes the fat of the meat. It reduces the greasy feeling when eating. Serving with rice, side dish and miso soup, it becomes a balanced set menu,” **Mr Lai of Central Branch Manager** explained.



Quality food with quality service can get more customers’ appreciation. Firstly, Ootoya has installed a queuing ticket kiosk with **Seito Self Service Queuing System**. So seating for customers during peak hours can be well arranged. In addition, **Seito Wireless Ordering System** has been applied. Waiters or waitresses use mobiles to take fast and accurate orders just in front of the customers. Recently, they have also applied **Seito Online Ordering System** to



allow customer self ordering by their own smartphones. “Branch area is large and during peak hours my colleagues are busy with different jobs and there is a chance to miss ordering requests from the customers,” **Ms Ma, Assistant Branch Supervisor** mentioned. “After applying online ordering system, the customers can self order. Apart from providing them with convenience and enhancing their dining experience, it just likes to have more manpower to take orders. Thus the overall service and operation efficiency is greatly enhanced.”

Regarding management issue, **Seito F&B Management System** has direct interface with their ERP system in Japan head quarter of Ootoya. Sales data will be transmitted to both Japan head quarter and Hong Kong head office in daily basis. Management can definitely master business situation faster so as to make more accurate and efficient plan.

