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How Food Republic grew its business in China

Food Republic is not your average food court. It combines elaborate decor and tasty treats to create a unique dining experience for the food-loving public.

The company, now a staple in three of Singapore's most popular malls, had actually been operating in China since 1997 before launching its first outlet in Singapore.

Originally known as Megabyte (Da Shi Dai in Mandarin), it was rebranded as Food Republic upon entering the Singaporean market. Operations in China were later renamed Food Republic as well.



The fast-growing economy of China became an ideal backdrop for the success of Food Republic's expansion plan.

"Food Republic's business model and key success factors match the Chinese market's demands and needs," Patsy Loo, Marketing Manager for Food Republic, said.

She added that the management had relatively strong knowledge about the Chinese market, so it made good business sense to continue growing the company's operations in China.

Food Republic engaged A. S. Louken, a retail consultancy that specialises in branding, franchising, design and other advisory services, to assist in the company's expansion.

According to Luke Lim, Chief Executive Officer for A. S. Louken, they conducted a detailed analysis of Food Republic's operations and recommended a systemisation process to create a platform for expansion.

"This series of exercises allows Food Republic to replicate its outlet more readily out of their current area of operation," Lim said.

This same platform has facilitated the company's expansion to other parts of China, and later to Hong Kong, Singapore, and Malaysia.

When asked to state how A. S. Louken has contributed to Food Republic's growth, Loo said that they have helped in accelerating the company's expansion plan.

She added, "We have been in China since late 1990s, but their assistance has helped in strengthening our operating standards in China."

According to Loo, the China market currently contributes substantially to the overall group turnover. Food Republic currently has a total of 20 outlets in China and 27 in other parts of Asia.

Food Republic's existing branches are thriving, and the company shows no signs of slowing down. The company aims to continue strengthening its market presence in China, open branches in other key cities in the Asia Pacific region, and possibly expand to Europe and America.

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FEATURED IADVISOR



Name: Luke Lim
Company: A. S. Louken
Expertise: Retail
Market: China, ASEAN

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