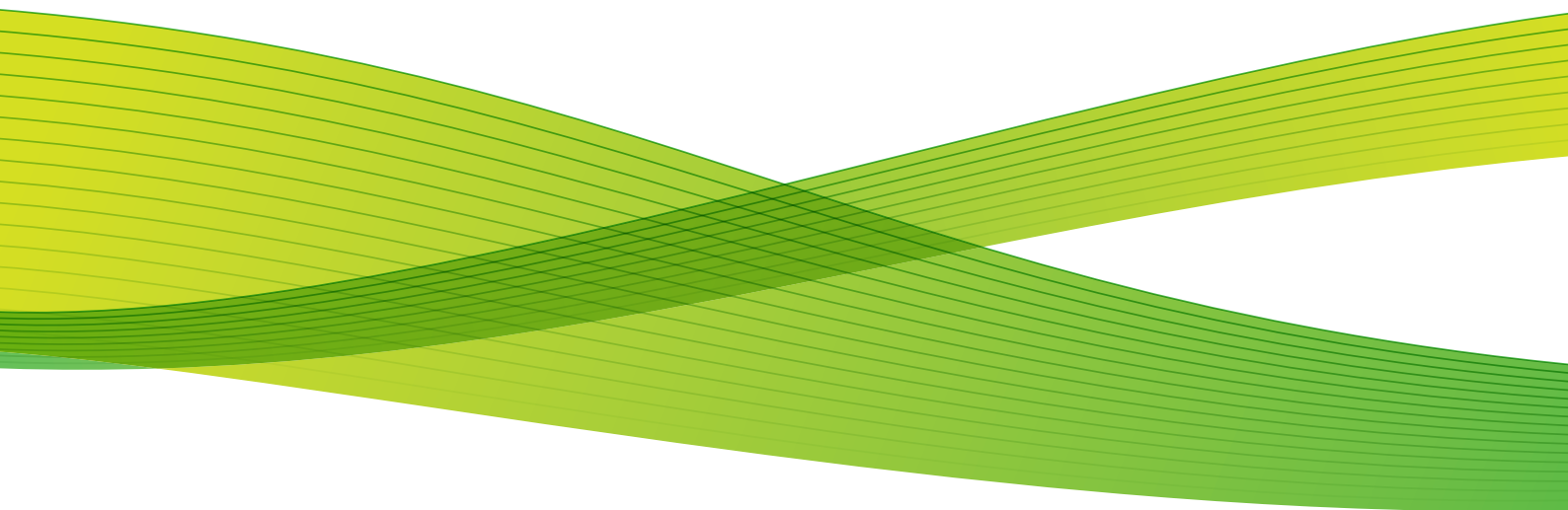


Malaysian Delights Restaurant

Cost efficient printing solutions
tailored to their business



Case study: Malaysian Delights Restaurant

Cost efficient printing solutions tailored to their business

Challenges

- High print volumes on a daily basis including business invoices, contracts and other office documents
- Food menus, images and other marketing materials need vibrant colour printing to attract customers

Solution

A Fuji Xerox CM305df A4 Colour Laser Printer helps to:

- Produce high print quality personalised menus, promotional flyers, in-house food posters
- Maximise daily office productivity with incredible high printing speed and powerful print management features

Results

- Increased business revenue growth
- Optimised productivity and costs saving
- Awesome security features for greater peace of mind

Background

PappaRich Group was established in 2005 with its first outlet in Selayang Mall. Today, PappaRich has a total of 50 outlets nationwide and continues to grow rapidly. The group are emerging as a formidable player in the local food and beverage chain. They have tastefully decorated outlets in earthy colours to reflect a cozy, relaxing ambiance, a clean and comfortable environment that satisfies those looking for a quick bite or to pass time leisurely.

“The outstanding print quality and cost saving solutions allow us to produce the marketing materials and important business documents in-house. We’ve saved a lot of costs and no longer need to rely on a third-party printing services provider.”

Agnes Yap
Business Development Manager
PappaRich Group

Challenges

In the food and beverage restaurant business, we are dealing with a fast-paced business environment and challenging competition. This means we have to keep at the forefront of our business and constantly refresh our food menu to draw customers in to our restaurants. Due to the high costs of printing menus and other materials such as brochures and flyers, sending these jobs to offset printers were definitely not an ideal solution in the long term.

Agnes Yap, Business Development Manager of PappaRich Group says “as one of the biggest food and beverage chain franchise owners, we receive many enquiries on franchise opportunities and are required to respond immediately to produce business proposals, franchise kits and contracts as well as other marketing materials to grab attention, as well as to set us apart from the competition.”

“To keep our business profitable and boost efficiency, we needed an affordable, powerful, multi-function colour printer”, added Agnes.

Solution

“We saw a product demonstration of the Fuji Xerox DocuPrint CM305df and were impressed by its outstanding print sample at the recent Fuji Xerox DocuWorld 2011. Our IT department have found that the features are improve productivity, and maintenance to be simple. We found that it is the perfect printer for our needs”, Agnes said.

The Fuji Xerox DocuPrint CM305df can print on variety of media and it allows the PappaRich marketing team to print any kind of promotional material at any time, and no longer need to rush the material dateline given by third party printing service providers. They can even change and customise their menu more frequently without being concerned with high printing costs.

The Fuji Xerox Auditron software enables the setting of specific print usage for different registered users in the PappaRich office environment, making print management and administration of print usage easier and improving overall efficiency.

Benefits

“Even though the Fuji Xerox DocuPrint CM305df provides a very low cost on colour prints, there was no compromise on print quality. The output quality is so vibrant and we were amazed by its ability to handle media paper up to 216gsm. We would like to give a big thumbs up to it’s built-in duplex feature also” added Agnes.

The powerful features included with the DocuPrint CM305df, such as CentreWare IS, Secure Print, Secure fax and Fuji Xerox Auditron help to improve office productivity and documentation significantly. Overall, the printer has surpassed our expectations. It has been the best investment we’ve ever made in office equipment” Agnes said.

“We look forward to more Fuji Xerox Printers offering more printing solutions in the near future”.



For more information on how Fuji Xerox can help your business, please call or visit our website at www.fujixeroxprinters.com