

## Information Technology Pioneer – Café de Coral Group

**Largest Chinese restaurant group**

**Café de Coral Group** is the largest publicly listed Chinese restaurant group in the world. The major restaurant brands include **Café de Coral**, **Asia Pacific Catering**, **Oliver's Super Sandwiches**, **Spaghetti House** and **Super Super Congee & Noodles and Manchu Wok**.

The principle business of the Group is the development and management of quick service restaurants chain. Locally here in its Hong Kong headquarter, Café de Coral is the market leader of the fast food sector. The home-grown development of Super Super Congee and Noodles restaurant concepts in 1999, as well as the acquisition of Oliver's Super Sandwiches in 2003, further strengthen the Group's dominant market presence in the fast food industry in Hong Kong.

**Application of Seito POS System to the Group**

In 2001, when the Group decided to enhance the operation efficiency by replacing the system, **Seito** was selected after evaluating a number of POS system providers. Now, over 80% of the Group's restaurants (namely Café de Coral, Asia Pacific Catering, Oliver's Super Sandwiches and Super Super Congee & Noodles in Hong Kong and in PRC) are using Seito POS System.



During the last quarter of 2001, Seito was deploying the solution to over 150 branches within 3 months. Apart from the strong project implementation team, one of the Seito's strengths is to provide professional, effective and responsive service support. 24-hour hot line and on-site supports are committed.

The Seito system has been developed to have interface with the Café de Coral's Business Management system ("CDC BMS"). Sales data of branches will be transferred to the BMS system in head quarter for financial and business analysis purpose.

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**Information Technology Pioneer – Café de Coral Group****The excellent choice for POS system**

Efficiency is an important criteria to restaurant operation especially in quick service sector. The application of POS system is to maximize the operation efficiency and eventually provide the best service quality to customers. “Functionality of Seito solution is excellent. The touch screen POS system is equipped with user friendly operative design and complied with the automatic kitchen printer, order waiting display system and centralized food menu control function greatly enhance the overall operation and service efficiency



Ms. Helen Li, Director of Professional Logistics

at the shop level. The sophisticated POS system is essential to our admirable customer service.” stated **Ms. Helen Li, Director of Professional Logistics**. “The stability of Seito’s POS system as well as its timely responsive support service are well-known in the marketplace thus gaining good reputation among the other in the same industry.”

System and function enhancement has been taking place to cater for the need of the users. Seito’s development for the unique Octopus Loyalty Program was launched in 2003. The launch of loyalty system by means of smart card program in the fast food industry is the pioneer and first of its kind in the market. The recent launch of the CDC Club 100 Loyalty System in Jan 2006 has enhanced its smart card loyalty program to a new era. Seito is an important business partner for launching CDC’s loyalty system successfully.

**Long term relationship between Café de Coral and Seito**

In 2004, Café de Coral applied the Seito system in their quick service restaurants in Southern China. Now all these restaurants are using Seito to maintain their high standard of operation efficiency. “Long term relationship between partners is essential. Nothing’s important than working with a reliable vendor like Seito that our information technology improvement can be kept pace with them. This is a key to our business success.” Helen admired.

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