

Company Profile

Kitchen Arena

2022 / 2023

Kitchen Arena
www.kitchen-arena.com.my

The largest and most comprehensive commercial kitchen showroom in the country. At Kitchen Arena, you are just a click away from us, an online retailer offering kitchen solutions for all your needs by simplifying choices.





Table of Content

About Company	01
Vision Mission	02
Core Values	03
Company History	04
Facts and Figures	06
Meet The Team	08
User Experience	10
Kitchen 360 Offline Experience	12
Our Partner	14
Business Doctor	16
Moving Forward	17
Cloud Kitchen	20
The Next Step	21
Contact Us	22



About Company

When Kitchen Arena started in 2015, it was a simple website that sells commercial kitchen equipment in Malaysia. In less than a year of its inception, we have already receiving inquiries and orders from worldwide. Ever since, we Kitchen Arena has become one of the largest and most comprehensive e-commerce in Malaysia.

When it comes to setting up a restaurant/commercial kitchen, it is by no means a simple undertaking. We always aim to make it a seamless process for both partners - taking pride in being able to be with our client every step of the way.

Bringing client's vision together with the team experience and expertise which is highly regarded in the industry.

We at Kitchen Arena aims to always staying ahead, setting trends and leading the innovation. Dedicated to delivering innovative kitchen equipment to small and large scale restaurant, cafe, baking and many more. Throughout Malaysia and Southeast Asia.



Simplifying Choices Since 2015

A New Era of HORECA Retailing



VISION

To serve our customer better, to always be relevant in their business endeavor, and to form a lifelong relationship.

MISSION

To be the preferred kitchen equipment provider in Southeast Asia by year 2025.



Over the past 6 years, we have established ourselves with a reputation of being the industry excellence, providing the largest range of commercial kitchen equipment, competitively price and prompt delivery all the time. If you need your order quicker than that, you can also opted to collect from our warehouse or offices in Balakong, Selangor.

With over 7,000 commercial kitchen equipment products available online, we're sure you'll be able to find what you need. We offer the best quality and largest range of commercial equipment from the biggest brands in hospitality. From top kitchen equipment brands such as Rational, Convotherm, Meiko, Winterhalter, Vulcan, Frymaster or Taylors to custom fabrication stainless steel equipment, you'll find all the leading catering brands on the Kitchen Arena website. As the leading next day catering supplies provider in the Malaysia, we hold an extensive range of commercial catering equipment and appliances.

Core Values



LEARNING

Always learning and be curious.



QUALITY

Built with heart, empathy and balance.



TEAMWORK

A positive team and family spirit.



COMMITTED

Long term company thinking.



CUSTOMERS

We are customer-obsessed.

Company History

Kitchen Arena is a leading Malaysia commercial kitchen equipment suppliers. Through years of experience in sourcing and supplying, Kitchen Arena is the leading Malaysia commercial kitchen equipment suppliers.

We are dedicated to bring you the best value for money products direct from manufactures and suppliers.



We offer an extensive array of kitchen equipment and appliances for **refrigeration, cooking and display, beverages, packing, janitorial, consumables (food & non-food) and domestic kitchenware.**

2016

Established and launched as the first commercial kitchen equipment commerce website in Malaysia.

2017

Product SKUs reaches 2500 SKUs. Celebrating over 5,000 page view monthly.

2018

K360 Kitchen Hall at Balakong to bring the online - offline - online experience to consumers.

2019

Murah kitchen has launched after receiving numerous request for used equipment during pandemic.

2020

Business Doctor was introduced to help entrepreneurs to set up practical kitchen.

2021

Kitchen Arena are expanding to SEA and Vietnam is the first stop.



Total Products on Website:
6,748



Quotation Value
>MYR 103 Mil



Average Monthly Page View
92,000



Average Viewer Stay On Site
4:28



Social Media Followers
(Facebook, Instagram, Youtube)
>25,000



Acquired Client
>10,000



Google Search Result
>9,000



Showroom Size
14,000 Sqft



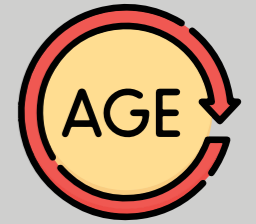
Customer Lifetime Value:
RM8,500



Newsletter Subscribers:
15,864

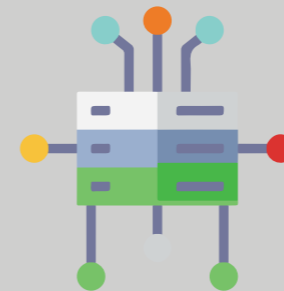


Website Rank in Malaysia
(Commercial Kitchen)
Top 3



Average Team Member Age
26 Year Old

Facts and Figures



Traffic Source
>62% Organic



Girls Powers Company
70:30 Ratio



Compound Annual Growth Rate
70%

Meet The Team

*“Alone we can do so little;
together we can do so much.”*



Ethan Choong

“Talent wins games but teamwork and intelligence wins championships.”



Lee

Strategy Manager

“Website without visitors is like a ship lost in the horizon.”



Siti Farhana

Business Development

“Remember teamwork begins by building trust. And the only way to do that is to overcome our need for invulnerability.”



Nikki Lor

Executives



Ee Hua

Executives



Najatulhayat

Executives



Wei Qi

Quality Analyst



Tracey

Brand Manager



Wan Nadhirah

Creative Designer



Azren Syahirah

Creative Designer



User Experience

Our e-commerce goes extra mile to ensure the best experience. As a primarily online-based business, we see the importance of creative digital touchpoints for customer.



Product Comparison

Compare products side-by-side to make an informed decision.

Business Doctor

Kitchen consultation at your service.



Price Match Guarantee

Our commitment is to always offer you the lowest price possible.

Installment Payment Plan

Interest-free with up to 12-month tenure.



Hire Purchase

The long-term option with the best rate in town.

Point Redemption

Our way of rewarding our most loyal customer with redeemable points.



Kitchen 360 Offline Experience



Over 1,000 products on display.

We have a comprehensive array of equipment for a seamless retail experience. They are categorically organized for your browsing ease. We accept a variety of payment methods.

Kitchen 360 We Are Diverse



Cooking and Display



Beverage Equipment



Refrigeration



Cleaning and Sanitation



Medical and Lab Fabrication



Consumables



Restaurant Management System

Being the first of its kind, kitchen is a resource and showcase hub for the commercial kitchen equipment industry. Think of it as a platform for the meeting & ideas. It is a hive for general collective consisting of key entities such as suppliers, manufacturers and consultants.

87,000 Sqft of total buildup space.

We have an extensive rentable space. Whether you are looking to display your products or organize an event, we have plenty of space for you.



3 Concept Kitchens.

We have commercial kitchens for a variety of food-service set up. You will be able to experience what makes a commercial kitchen different from non-commercial ones.

The 360 Difference



Malaysia's first HORECA institution



No Hefty advertising costs



All in one retail advantage



Ushering a new era in commercial kitchen retail

Our Partner





Layout Planning

To maximize the utility of space efficiency, we also provide layout planning services by understanding the vision of client's expectation and bringing it into reality.



Customization

We offer a variety of different concepts for different layout and sizes. Sourcing the right stainless steel kitchen equipment to suit your exact requirements.

Business Doctor

Kitchen consultation at your service.

Whether it's commercial kitchen design or fabrication, we are here to be the very best for you. We care about the efficient running of your restaurant in the long run and in achieving maximum satisfaction.



Installation and After Sales Service

Providing a one-stop solution right to your doorstep. Ensuring a safe delivery and installation of kitchen equipment to guarantee excellence.



Project Consultancy

Things that most often neglected was the MEP mechanical, electrical and plumbing consideration. Rest assured, we plan to help and support.

Moving Forward

With e-commerce serving as the foundation of Kitchen Arena's corporate profile, we have recently expanded the business into the following areas:

- Event space & training
- Publication
- Short-term kitchen rental
- Southeast Asia
- Second hand equipment marketplace
- Big data (future)
- Cloud Kitchen





2nd Hand Equipment Marketplace

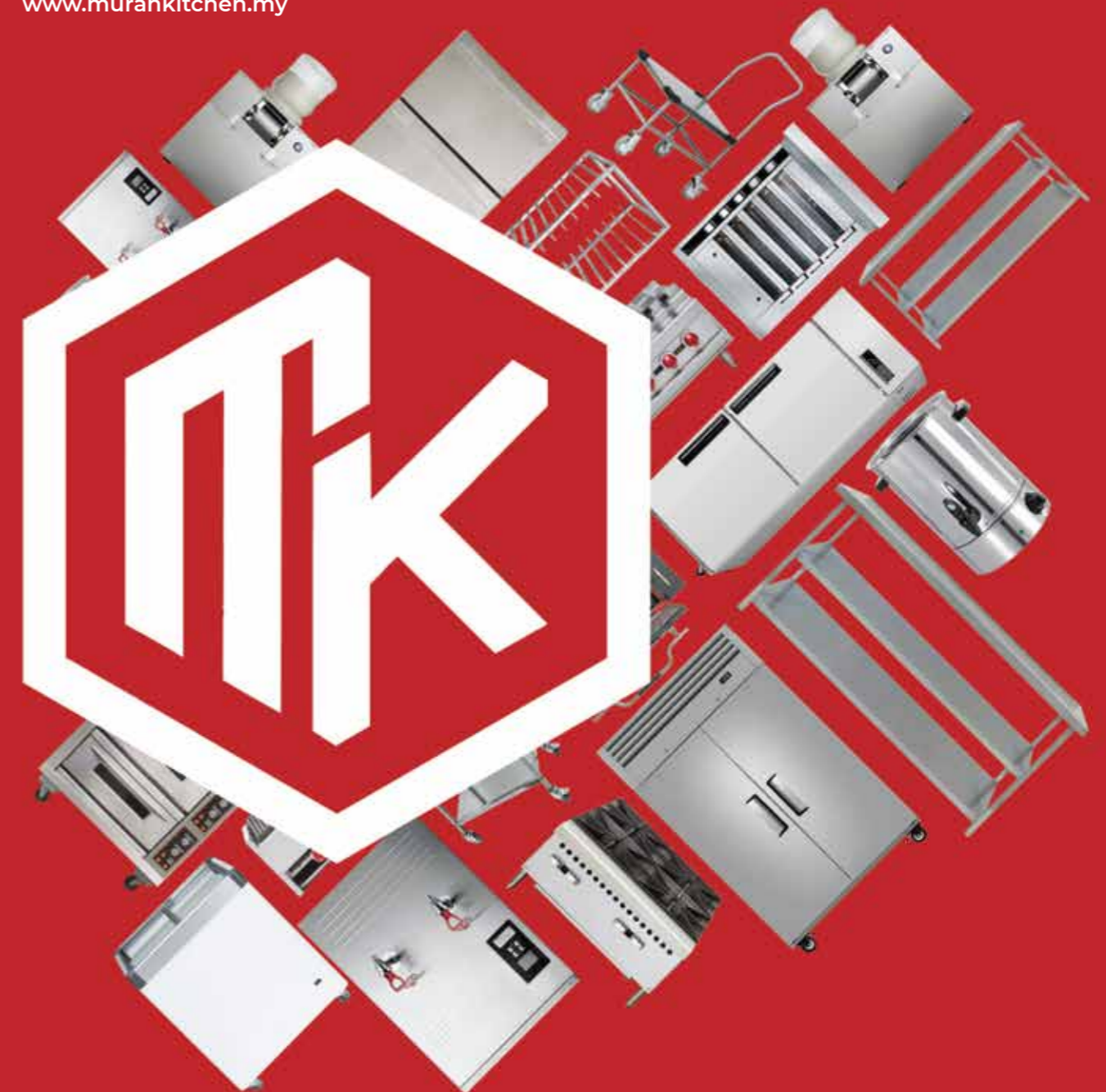
The marketplace is the latest venture by Kitchen Arena.

As a business entity that started off as an online retailer of commercial kitchen equipment, we are aware of the wastages that occur in the industry. Inspired by the other online marketplaces that sell anything and everything, our marketplace focuses on used commercial kitchen equipment. While we believe that new equipment should be anyone's first choice, some may prefer to opt for pre-owned equipment.

www.murahkitchen.my

Kitchen Arena SEA

With Kitchen Arena ever-lastingly growing and the support of many of our SEA buyers, Kitchen Arena is honored to be announcing the launching of 'Kitchen Arena Vietnam' specifically targeting the Vietnamese market. It is to no surprise that the F&B business in Vietnam is reported to be tremendously growing and becoming the most attractive food and beverage markets globally. Moving forward, Kitchen Arena anticipates to expand their platform globally.



Cloud Kitchen

Unlike a traditional restaurant, cloud kitchen don't have brick or mortar restaurants attached, meaning less running cost, reduced carbon footprints and design a practical satellite kitchen layout. They are a fantastic stepping stone for food start-up looking to perfect their brand or enhance their services delivery without high costs.



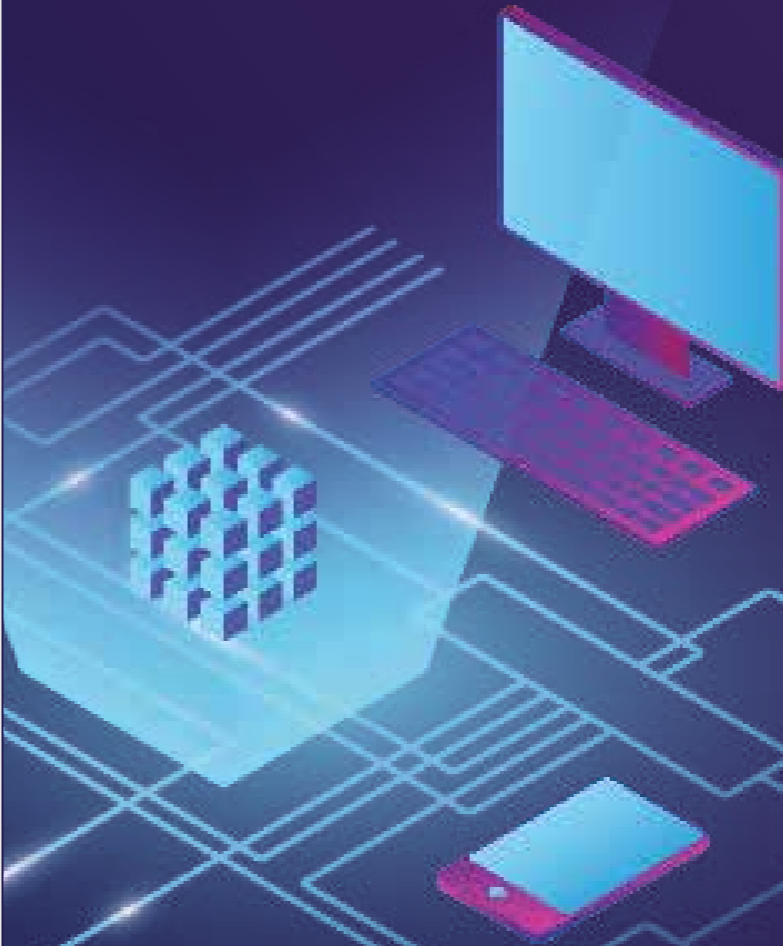
Ranging from 400 sq ft to 1,000 sq ft, we have a dark kitchen to suit every business, big or small. Let us take care of the space and equipment, while you manage the day to day running for your business.



The Next Step Future (Big Data)

Big data is also paving the way for smarter equipment which will lead to more efficient production and better purchasing decisions. As technology becomes more prevalent than ever, the move towards a data-driven culture is inevitable and it is only expected to impact more and more areas of operation across the foodservice landscape.

We believe in leveraging the collective strength of our partners to cater to the growing commercial kitchen equipment demand in the region.



At present, we have over 300 brands with over 4200 products for customers to choose from. With our extensive selection of equipment, there is guaranteed to be something for everyone.

With more partners on board, the opportunities for growth are aplenty. And together, we can strive to be more than what we envision to be.



Address

Lot 3210, Jalan Balakong, Kawasan
Perindustrian, Kampung Baru Balakong,
43300 Seri Kembangan, Selangor,
Malaysia.

Contact

Phone : +603 8657 7777
Fax: +603 8964 0229

Social Media

Kitchen Arena

www.kitchen-arena.com.my