



**MEE TARIK FAIZAL KONG**

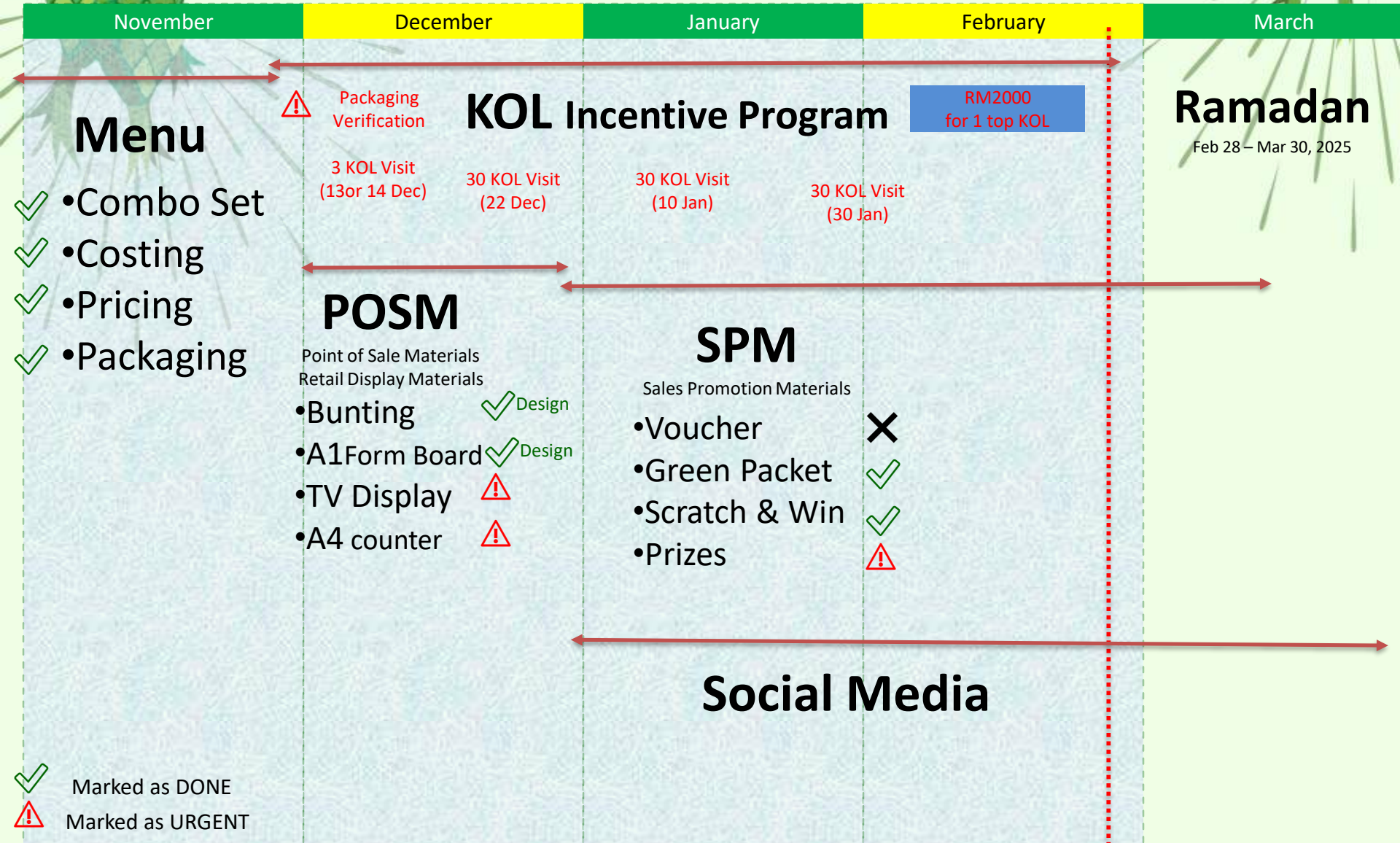
# Santapan Istimewa

*Bersama Nikmati Hidangan  
Citarasa Istimewa*



# Ramadan Campaign

28



## Menu

- ✓ • Combo Set
- ✓ • Costing
- ✓ • Pricing
- ✓ • Packaging

## POSM

Point of Sale Materials  
Retail Display Materials

- Bunting ✓ Design
- A1 Form Board ✓ Design
- TV Display ⚠
- A4 counter ⚠

## SPM

Sales Promotion Materials

- Voucher ✗
- Green Packet ✓
- Scratch & Win ✓
- Prizes ⚠

## Social Media

✓ Marked as DONE

⚠ Marked as URGENT

# Ramadan Campaign

22

28

December

January

February

March

KOL Incentive Program

KOL Incentive Program

KOL Incentive Program

## Ramadan

Feb 28 – Mar 30, 2025



Ramadan Combo Set



SocMed Posting  
(6 Jan)

Bunting A1, A4  
Display at outlet  
(1 Jan)



TV Display  
(6 Feb)

Pre-Order Pickup

Walk in (order during Ramadan)

+



Sampul Raya  
Raya Voucher

+

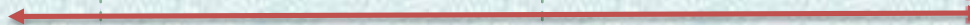


Sampul Raya  
Raya Voucher

+



Scratch & Win



Pre-Ordering Period

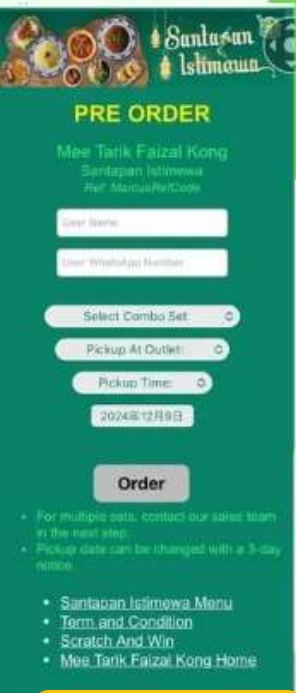
Prize Redeem



# ORDERING PROCESS



KOL UI



Customer UI

## KOL

- Invite 80 KOLs.
- Each KOL will be assigned with a unique referral code.
- KOL include the URL referral link [www.abc.com/ref?=EmaAbd3456](http://www.abc.com/ref?=EmaAbd3456) into their post.

## Customer

- Once audience click the URL,
- will access to the Ordering mini program with referral code.
- Select combo set and submit order.
- Auto message to MTFK Whatsapp Business.
- Confirm order and make full payment using TNG via MTFK Whatsapp Business.
- Provide payment proof.

## Customer Service Marketing Dept

- Forward payment proof to Acc Dept.
- Update order list (in Google drive)

## ACC Dept

- Provide TNG payment proof to Customer Service.

## Customer Service Marketing Dept

- Submit order list to outlets and Finance Dept.

## Outlet/ POS System

- Received Order List .

**Important:**  
Pickup time & Outlet  
cannot be changed

# MENU & PACKAGING

## Ramadan Combo Set

**Stock Checking**

**Deadline : 18 Nov**

**Confirm Done**

**Deadline : 20 Nov**

KLGateway, stock ready

**Mrkt Shooting**

**Deadline : 25 Nov need 1 set for each combo**

KLGateway, Items photo shooting for GrabFood, POSM material, social Media

Build 1st Sample, must at least 90% complete.

Review together by Jia Ying, Joe, Jia Hui, Marcus, Rara  
revemp, debugs, improvement, adjustment

**POS Setting**

**Deadline : 28 Nov**

**KOL Visit**

**Deadline : 14/15 Dec need 1 set for each combo**

KLGateway, 3 KOL video as a sample video for 80 KOL visit in Dec-Jan

**Invite 80 KOL**

**Deadline : 4 Jan**

# Menu

PRE-ORDER  
WITH REFERRAL LINK

SAVE UP TO 20%



## Mini Set (2-3 Pax)

*\*Early Bird : RM91.80 (SAVE 10%)*  
*\*Normal Price : RM102.08*

Chicken Satay.....	3 pcs/1 set
Chinese Chicken Burger OR	
Chinese Beef Burger.....	3 pcs/ 1 set
Fried Rice with Chicken OR Beef	
Stir Fried Noodle Beef.....	
White Rice.....	
Pepsi Bottle (1.5L).....	
Rendang Tok - Beef (100g).....	
Kurma (10pcs).....	
Scratch & Win Card.....	

## Medium Set (4-5 Pax)

*\*Early Bird : RM118.80 (SAVE 20%)*  
*\*Normal Price : RM148.48*

Chicken Dumpling.....	8 pcs/1 set
Lamb Satay.....	3 pcs/ 1 set
Chinese Beef Burger.....	3 pcs/ 1 set
Beef Noodle Soup.....	1
Stir Fried Noodle Beef.....	1
Fried Rice with Beef.....	1
White Rice.....	1
Xinjiang Spicy Chicken.....	1
Pepsi Bottle (1.5L).....	1
Rendang Tok - Beef (100g).....	1
Kurma (10pcs).....	1
Vegetable Soup (Soup Only).....	1
Scratch & Win Card.....	2

## Large Set (6-8 Pax)

*\*Early Bird : RM155.80 (SAVE 20%)*  
*\*Normal Price : RM194.88*

Chicken Dumpling.....	8 pcs/1 set
Lamb Satay.....	3 pcs/ 1 set
Chicken Satay.....	3 pcs/ 1 set
Chinese Beef Burger.....	3 pcs/ 1 set
Chinese Chicken Burger.....	3 pcs/ 1 set
White Rice.....	2 servings
Stir Fried Noodle Beef.....	1 servings
Cili Gempak Paste(220g).....	2 bottles
Fried Rice with Beef.....	1
Xinjiang Spicy Chicken.....	1
Stew Chicken.....	1
Pepsi Bottle (1.5L).....	1
Beef Noodle Soup.....	1
Rendang Tok - Beef (100g).....	1
Kurma (10 pcs).....	1
Vegetable Soup (Soup Only).....	1
Scratch & Win Card.....	2



Scan QR for Terms & Condition.

**MINI SET (2-3Pax)**

MENU	QUANTITI	OLD Unit PRICE	OLD Unit PRICE	New Unit Price	Unit Cost-Food	Cost- Food
Chicken Satay	3pcs/set	RM 9.80	9.80	9.80	4.66	4.66
Chinese Chicken Burger or Chinese Beef Burger	3pcs/set	RM7.8 / RM8.8	8.30	8.30	6.00	6.00
Stir Fried Noodle Beef	1	RM14.8 / RM 13.8	14.30	15.30	3.50	3.50
Fried Rice with Chicken or Fried Rice with Beef	1	RM13.8 / RM14.8	14.30	16.30	4.08	4.08
White Rice	1	RM 2	2.00	2.00	0.52	0.52
Pepsi Bottle (1.5L)	1		2.00	6.00	1.50	1.50
Rendang Tok-Beef (100g)	1		15.00	15.00	6.50	6.50
Kurma (10pcs)	1				0.33	0.33
Thermal Bag	1				24.00	24.00
KOL Commission						5.60

**Medium Set (4-5 Pax)**

MENU	QUANTITI	OLD Unit PRICE	OLD Unit PRICE	New Unit Price	Unit Cost-Food	Cost- Food
Chicken Dumpling	8pcs/set	RM 9.8	9.80	9.80	4.94	4.94
Lamb Satay	3pcs/set	RM 11.8	11.80	11.80	6.78	6.78
Chinese Beef Burger	3pcs/set	RM 8.8	8.80	8.80	6.04	6.04
Beef Noodles Soup	1	RM 13.8	13.80	15.80	5.04	5.04
Stir Fried Noodle Beef	1	RM 14.8	14.80	15.30	3.50	3.50
Fried Rice with Beef	1	RM 14.8	14.80	16.80	3.87	3.87
Xinjiang Spicy Chicken	1	RM 20.8	20.80	20.80	4.61	4.61
White Rice	1	RM 2	2.00	2.00	0.52	0.52
Pepsi Bottle (1.5L)	1			8.00	1.50	1.50
Vegetables Soup (Soup Only)	1				2.60	2.60
Rendang Tok-Beef (100g)	1	RM 15	15.00	15.00	6.50	6.50
Kurma (10pcs)	1				0.33	0.33
Thermal Bag	1				24.00	24.00
KOL Commission						7.86

**Large Set (6-8 Pax)**

MENU	QUANTITI	OLD Unit PRICE	OLD Unit PRICE	New Unit Price	Unit Cost-Food	Cost- Food
Chicken Dumpling	8pcs/set	RM 9.8	9.80	9.80	4.94	4.94
Lamb Satay	3pcs/set	RM 11.8	11.80	11.80	6.78	6.78
Chicken Satay	3pcs/set	RM 9.8	9.80	9.80	4.66	4.66
Chinese Beef Burger	3pcs/set	RM 8.8	8.80	8.80	6.04	6.04
Chinese Chicken Burger	3pcs/set	RM 7.8	7.80	7.80	5.95	5.95
Beef Noodle Soup	1	RM 13.8	13.80	15.80	5.04	5.04
Stir Fried Noodle Beef	1	RM 14.8	14.80	15.30	3.50	3.50
Fried Rice with Beef	1	RM 14.8	14.80	16.80	3.87	3.87
Xinjiang Spicy Chicken	1	RM 20.8	20.80	20.80	4.61	4.61
Stew Chicken	1	RM 20.8	20.80	20.80	2.79	2.79
White Rice	2	RM 2	2.00	2.00	0.52	1.04
Cili Gempak Paste (220g)	2				3.30	6.60
Pepsi Bottle (1.5L)	1			14.00	1.50	1.50
Vegetable Soup (Soup Only)	1				2.60	2.60
Rendang Tok - Beef (100g)	1	RM 15	15.00	15.00	6.50	6.50
Kurma (10pcs)	1				0.33	0.33
Thermal Bag	1				24.00	24.00

# Selling Price

## Ramadan Combo Set

KOL shout out promo price:  
 - 20% OFF  
 -After service charge and SST  
 -Scratch &Win ATIVA & AXIA

		Mini Set (2-3pax) RM	Medium Set (4-5pax) RM	Large Set (6-8 Pax) RM	
Normal Price	OLD	98.00	168.00	258.00	
Early Bird Price	OLD	98.00	118.00	188.00	
		-	(50.00)	(70.00)	
Normal Price	New	88.00	128.00	168.00	
Walk in During Ramadan	New	<b>102.08</b>	<b>148.48</b>	<b>194.88</b>	nett
<i>Using POS system. Service charge &amp; SST</i>		+10% +6%	+10% +6%	+10% +6%	
Early Bird (before Ramadan) Price Via KOL	New	<b>91.80</b>	<b>118.80</b>	<b>155.80</b>	nett
<i>Not using POS system. No Service charge &amp; SST</i>		-10.05%	-20.00%	-20.05%	
		(10.26)	(29.70)	(39.07)	
Early Bird (before Ramadan) Price Not Via KOL	New	97.20	133.20	175.20	nett
<i>Not using POS system. No Service charge &amp; SST</i>		-4.80%	-10.30%	-10.08%	
		(4.90)	(15.29)	(19.64)	
Walk in During Ramadan	New		148.48	194.88	
			(35.00)	(50.00)	
22 Dec 2024 Selling Price		<b>Not Available</b>	<b>98.48</b>	<b>144.88</b>	nett

# Early Bird is paid order before Ramadan month

# KOL Referral Program Commission Scheme

## KOL Referral Incentive Scheme

Mee Tarik Falzal Kong

	1	2	3	
	Mini Set (2-3 pax) RM	Medium Set (4-5 pax) RM	Large Set (6-8 pax) RM	
 Early Bird (Before Ramadan) Price Via KOL	91.80	118.80	155.80	
 1 - 5 Orders	5%	4.59	5.94	7.79
 6 - 10 Orders	10%	9.18	11.88	15.58
 > 10 Orders	15%	13.77	17.82	23.37
 Example, you get 50 orders of Large Set	you will get a commission of RM1,168.50			

# POSM

Point of Sale Materials  
Retail Display Materials



Bunting



A1 Entrance  
Foam Board



A1 Entrance  
Foam Board



A4 Display



TV Display

# Packaging Materials



# Sales Promotion Materials (SPM)



## Scratch & Win Card

For Early Bird  
Pre-order  
Before Ramadan



## Sampul Raya

For Early Bird &  
Walkin

## Voucher

For Early Bird &  
Walkin



# Packaging Check List



MINI SET							
MENU	QUANTITI	Aluminum Foil food container	Round Plastic Container	Soup Bag	Satay Bag	Plastic Bag	Green Thermal Bag
Chicken Satay	3pcs/set				1		1
Chinese Chicken Burger or Chinese Beef Burger	3pcs/set	1					
Stir Fried Beef Noodles	1	1					
Fried Rice with Chicken or Fried Rice with Beef	1	1					
Rendang Tok-Beef (100g)	1	1					
White rice	1		1				
Kurma	10pcs				1		
Pepsi (1.5L)	1						
Sampul Raya	1						
Scratch Card	1						
<b>TOTAL per set</b>		<b>4</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>1</b>
Medium Set							
MENU	QUANTITI	Aluminum Foil food container	Round Plastic Container	Soup Bag	Satay Bag	Plastic Bag	Green Thermal Bag
Chicken Dumpling	8pcs/set	1				1	1
Lamb Satay	3pcs/set				1		
Chinese Beef Burger	3pcs/set	1					
Beef Noodles Soup	1	1		1			
Xinjiang Spicy Chicken	1	1					
Stir Fried Beef Noodles	1	1					
White Rice	1		1				
Fried Rice with Beef	1	1					
Pepsi Bottle (1.5L)	1						
Rendang Tok-Beef (100g)	1	1					
Kurma (10pcs)	1				1		
Vegetables Soup (Soup Only)	1			1			
Sampul raya	2						
Scratch card	2						
<b>TOTAL per set</b>		<b>7</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>
Large Set							
MENU	QUANTITI	Aluminum Foil food container	Round Plastic Container	Soup Bag	Satay Bag	Plastic Bag	Green Thermal Bag
Chicken Dumpling	8pcs/set	1				1	1
Lamb Satay	3pcs/set				1		
Chicken Satay	3pcs/set				1		
Chinese Beef Burger	3pcs/set	1					
Chinese Chicken Burger	3pcs/set	1					
White Rice	2		1				
Stir Fried Beef Noodles	1	1					
Cil Gempak Paste	2						
Fried Rice with Beef	1	1					
Xinjiang Spicy Chicken	1	1					
Stew Chicken	1	1					
Pepsi Bottle (1.5L)	1						
Beef Noodle Soup	1	1		1			
Rendang Tok - Beef (100g)	1	1					
Kurma (10pcs)	1				1		
Vegetable Soup (Soup Only)	1			1			
Sampul raya	2						
Scratch card	2						
<b>TOTAL per set</b>		<b>9</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>1</b>
<b>Grand Total</b>		<b>20</b>	<b>3</b>	<b>4</b>	<b>7</b>	<b>2</b>	<b>3</b>

# KOL Login System



**Will You Attend ?**

MeeTarikFaizalKong  
Ramadan KOL Incentive Program

Email:

**I Will Attend**



**Login (During Visit)**

MeeTarikFaizalKong  
Ramadan KOL Incentive Program

Email:

Password:

Outlet Code:

**Login**



**MeeTarikFaizalKong  
Ramadan KOL Incentive Program**

Hi, MarcusTest !  
Email: marcus.au888@gmail.com  
Referral Code: MarcusRefCode  
Scheduled: 24June Mon 3pm  
Visit Outlet: 1 Utama

**Invitation has been confirmed.**

- 1) Instruction was sent, please check your email.
- 2) During visiting the outlet, use the password and outlet code for [LOGIN](#)
- 3) Please [READ Posting Guidelines](#) before visit.



**MeeTarikFaizalKong  
Ramadan KOL Incentive Program**


Hi, MarcusTest !  
Referral Code: MarcusRefCode  
Scheduled: 24June Mon 3pm  
Visit Outlet: 1 Utama



Organizer scan this during visit day.  
(not referral code)

KOL put your referral link below for posting.  
[www.getpromo.live/SantapanIstimewa\\_MarcusRefCode](http://www.getpromo.live/SantapanIstimewa_MarcusRefCode)

Please [READ Posting Guidelines](#)

## PRE ORDER

Mee Tarik Faizal Kong  
Santapan Istimewa  
*Ref: MarcusRefCode*

User Name

User WhatsApp Number

Select Combo Set

Pickup At Outlet:

Pickup Time:

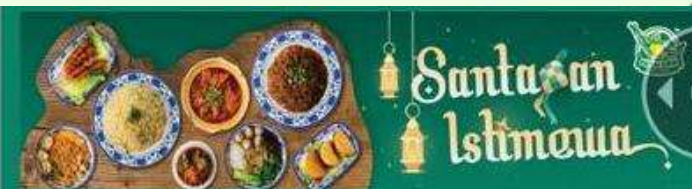
2024年12月9日

**Order**

- For multiple sets, contact our sales team in the next step.
- Pickup date can be changed with a 3-day notice.

- [Santapan Istimewa Menu](#)
- [Term and Condition](#)
- [Scratch And Win](#)
- [Mee Tarik Faizal Kong Home](#)

# Customer Ordering

## ORDER CONFIRMATION

Mee Tarik Faizal Kong  
Santapan Istimewa  
*Ref: MarcusRefCode*

Hi, Marcus. (0124390902)  
Selected: Mini Set (2pax) RM98  
Pickup at: GM Klang  
Pickup on: 2025-03-14  
Pickup at: 06:00pm-06:59pm

**Please Confirm Your Order**

**Contact Us**

Contact sales team to confirm order.

- [Santapan Istimewa Menu](#)
- [Term and Condition](#)
- [Scratch And Win](#)
- [Mee Tarik Faizal Kong Home](#)

**Scratch & Win  
Prizes**



**1st Prize  
ATIVA**



**2nd Prize  
AXIA**





## Scratch & Win

### Terms & Conditions:

- This promotion is valid for Santapan Istimewa combo set.
- Scratch the card and discover the prize.
- 1st to 5th Prizes can only be redeemed at **our HQ office at Midvalley from April 1 until 30**
- Others prizes redeemed from **cashier**.
- You must present the **original scratch card** for prize redemption. Photocopies or print screen will not be accepted.
- We are not responsible for any damage to prizes after they have been redeemed and handed over.



# 22 Dec 2024 Selling Ramadhan Set

## Marketing Material

RM35 OFF for Medium Set, RM50 OFF for Large Set

	Mini Set (2-3pax) RM	Medium Set (4-5pax) RM	Large Set (6-8 Pax) RM
Walk in During Ramadan		148.48 (35.00)	194.88 (60.00)
22 Dec 2024 Selling Price	Not Available	<b>98.48</b>	<b>144.88</b>

Scratch&Win  
card x1pcs

Scratch&Win  
card x1pcs

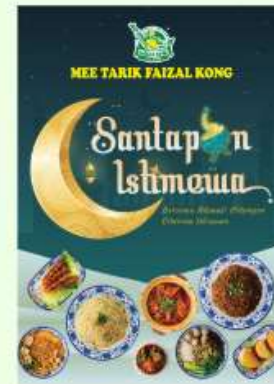
Pickup ordered set during Ramadhan Month  
28 Feb - 30 Mar 2025

## Sales Counter Finance Dept

- Receive order
- Payment via TNG
- Issue original receipt to customer
- keep one copy receipt
- ONE Scratch & Win card per set



A4 size



A1 form board



Banting