

The Big Rajah's promise

They are big on promises and maybe even bigger on delivery. MEERA MURUGESAN talks to one of the leaders in the food catering business

"WE don't just deliver what we promise, we deliver much more than what was promised."

This principle has kept John William Xavier and his family as leaders in the food catering industry and the driving force behind their recent endeavour The Big Rajah Food Caterers Sdn Bhd.

After more than 20 years in the business as partners in various catering houses, the family finally branched out on their own about four months ago.

Located in Petaling Jaya, The Big Rajah offers a complete package for its customers.

"We don't just provide the food but also do all the necessary decorations as well," says Xavier, business manager of The Big Rajah.

"This can be anything from tents and carpets to furniture, fittings and floral arrangements."

The Big Rajah has a menu that will appeal to the tastebuds of just about every customer. The caterers can provide anything from traditional South and North Indian cuisine to popular Malaysian hawker fare like Fried Kuay Teow, Roti Canai, Satay, Murtabak, Ice Kacang and Roti Jala.

Customers have a choice of either 'The Rajah's Dinner Menu' (five different sets), 'The Wedding Banquet' (three sets), 'Simply Malaysian Stalls' (three different sets), 'The Rajah's Royale Family Day' (for company family days), Barbecue Menus, High Teas and the traditional Indian Temple Wedding meals.

"We can cater for a function of any 50 to something



XAVIER: Has been in the catering business for more than 20 years



UNDER TRAINING: Employees at The Big Rajah are trained to ensure that the company's standards are never compromised

that involves up to 5,000 people," says Xavier.

"We have had ample experience serving people at weddings, garden parties, launches, seminars, private dinners and family day outings for corporate clients."

As an experienced caterer, Xavier has been involved in food preparation for major functions organised by companies like Glaxo, YTL, Guthries, American Homes Assurance and Bank Negara.

The Big Rajah operates a 24-hour kitchen to ensure that food prepared is always fresh and hot. They practise the concept of 'from the kitchen to the pot'. Nothing is cooked or prepared the night before and heated up later, as this may affect the freshness and quality of the food.

The Big Rajah believes that the quality of food should never be compromised and uses the best possible ingredients in their cooking.

All their cooks and kitchen assistants go through comprehensive in-house training to meet the standard requirements of a good catering company.

Even if customers require something that

(including his parents) will try their best to prepare the dish.

They even specialise in menus offering authentic Punjabi, Ceylonese and Malayalam dishes to ensure that clients can get a taste of their ethnic food.

"My mother always checks every dish we prepare to ensure that the taste is right," says Xavier.

"Many of our recipes were also created by my mother as she's an exceptional cook."

The Big Rajah operates with 10 full-time employees and 100 part-time staff who help out during big catering events. They can handle as many as five to eight functions on weekends.

Their long-term plan is to give their clients services that will rival any of those provided by hotel caterers.

"When you have a function at a hotel, there is no doubt that everything will be classy, well-prepared and very impressive," says Xavier.

"Well-prepared food must come together with the right setting and decor in order to make a difference and that's our ultimate aim."

The Big Rajah caterers can be contacted



KEEPING RECORD: Xavier (left) directing an employee