



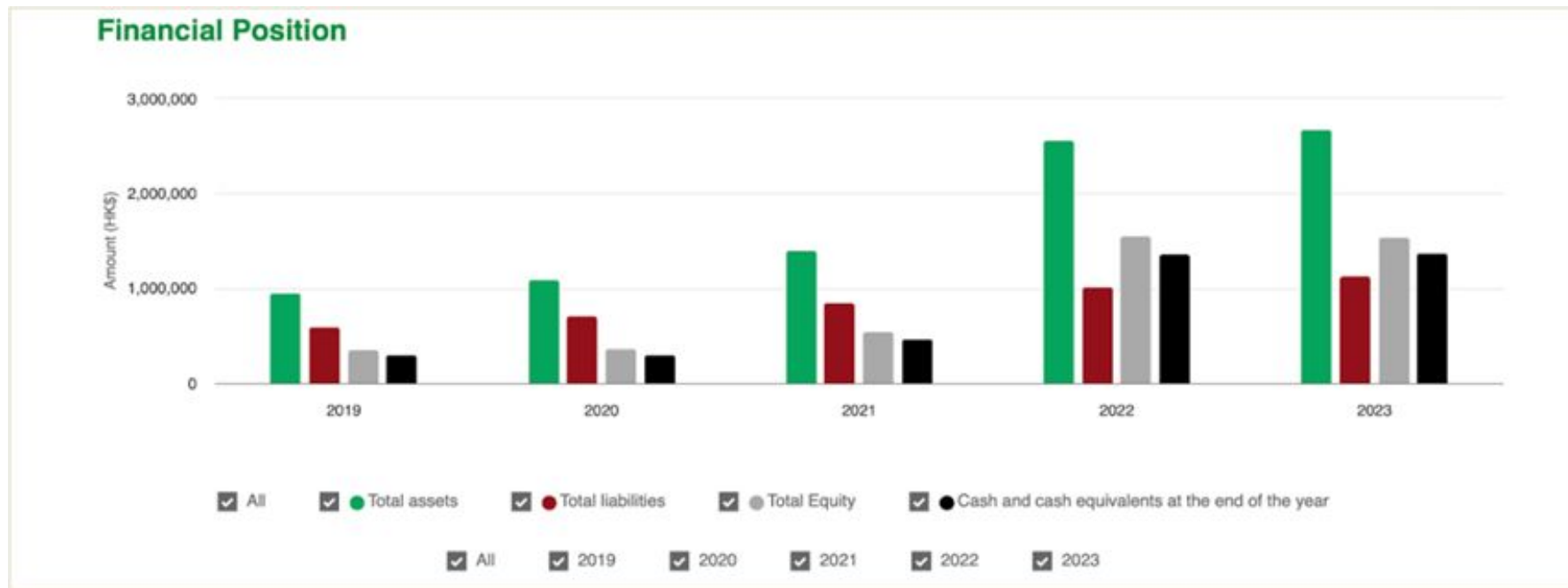
Tamjai
INTERNATIONAL 譚仔國際

Overview of the Company

Tam Jai International is a prominent restaurant group based in Hong Kong that has expanded its network to over 200 stores in various markets, including Mainland China, Singapore, and Japan. However, the group is not content with its current achievements and has exciting plans to enter the Australian and Philippine markets through joint venture and franchising arrangements. This move highlights the group's commitment to global expansion.

The Group has been listed on The Stock Exchange of Hong Kong Limited (stock code: 02217.HK) since October 2021.

Financial Position



Financial Position

Over the past five years, Tam Jai has experienced significant changes in its financial position.

Total Assets: The Company's assets started at around \$1 million in 2019 and gradually increased to about \$3 million by 2023, with a notable surge in 2021.

Total Liabilities: The liabilities started at around \$600 thousand and rose steadily to over \$1 million in 2023. The significant increase in 2021 contributed to this trend.

Total Equity: Tam Jai's equity remained positive throughout the period. It started at approximately \$300 thousand and ultimately settled around the same value.

Cash and Cash Equivalents: Tam Jai maintained healthy cash reserves. The cash and equivalents started at around \$300 thousand and grew to approximately \$1.5 million by 2023.

Product and Services

Tam Jai specializes in serving authentic Cantonese-style noodle dishes, with a particular focus on spicy Sichuan-style noodles. The menu typically includes a variety of noodle options, such as flat rice noodles, thin egg noodles, or wheat noodles, paired with a selection of toppings and sauces. Some of the popular dishes offered by Tam Jai may include beef brisket noodles, pork chop noodles, minced meat noodles, and vegetarian options as well. The hallmark of Tam Jai's offerings is the bold and flavorful broth, often infused with Sichuan peppercorns and other aromatic spices, creating a unique and memorable dining experience for customers.

In addition to their main noodle dishes, Tam also offers a variety of signature snacks, such as Chicken Wings and Garlic Pork Belly Slices. They frequently introduce original homemade specialty drinks and Hong Kong-style beverages, such as milk tea, lemon tea, and Horlicks. Furthermore, their service quality is known for being fast, efficient, and attentive. For noodle choices, Tam offers rice noodles, Sweet Potato Vermicelli Noodles, as well as vegetable-based noodles (just vegetable). Popular combinations include chicken, beef, beef balls, pork balls, fish balls, and pork, among others. One of Tam's specialties is that customers can customize their orders by choosing their preferred ingredients, broth, and level of spiciness.

Channel Strategies

Tam Jai's channel strategy focuses on providing customers with flexibility, convenience, and accessibility, whether they prefer to dine in at a physical location, order takeaway or delivery, or arrange catering for special events. By leveraging a combination of physical locations, online platforms, and delivery services, Tam Jai aims to meet the diverse needs and preferences of its target market while maintaining its reputation for quality and authenticity in Cantonese-style noodle cuisine.

- Physical Locations
- Franchise Partnerships
- Online Ordering Platforms
- Social Media Presence
- Mobile App
- Event Sponsorships



Picture of the branch of Tam Jai Samgor Mixian in Singapore

Tam Jain Samgor branch in business and financial district in Hong Kong



Market Size

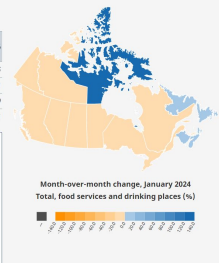
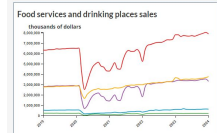
Geography	Canada ¹ (map)				
Prices	Chained (2017) dollars				
Estimates	2018	2019	2020	2021	2022
	Dollars				
Final consumption expenditure	1,730,965	1,756,074	1,681,709	1,769,059	1,849,390
Household final consumption expenditure	1,241,089	1,260,212	1,179,085	1,240,811	1,304,163
Goods	546,223	550,894	539,653	566,836	569,425
Durable goods	165,534	165,793	153,404	167,486	164,415
Semi-durable goods	87,931	89,630	82,283	93,054	100,060
Non-durable goods	292,760	295,468	303,441	306,181	305,343
Services	694,858	709,300	639,966	674,986	736,726
Non-profit institutions serving households' final consumption expenditure	32,758	33,803	33,932	34,274	35,736
General governments final consumption expenditure	457,122	462,057	467,908	493,158	508,777
Gross fixed capital formation	497,330	501,192	482,321	527,182	514,778
Business gross fixed capital formation	409,754	416,472	395,546	439,896	424,413
Residential structures	163,508	162,212	166,859	191,210	168,110
Non-residential structures, machinery and equipment	201,358	207,736	182,117	197,959	205,883

Forestry, logging and support ²	1,195.16 ^A	1,202.36 ^B	1,269.91 ^B	1,313.93 ^B	1,389.99 ^B
Mining, quarrying, and oil and gas extraction	2,130.03 ^A	2,099.63 ^B	2,171.22 ^B	2,254.28 ^B	2,302.94 ^B
Utilities	1,890.98 ^A	1,910.46 ^B	1,907.29 ^A	1,995.29 ^B	2,121.19 ^B
Construction	1,283.35 ^A	1,320.81 ^B	1,383.54 ^B	1,437.58 ^B	1,491.36 ^B
Manufacturing	1,138.08 ^A	1,157.08 ^B	1,188.75 ^B	1,258.41 ^B	1,311.07 ^B
Service producing industries¹⁰	971.70 ^A	1,049.17 ^B	1,080.40 ^B	1,109.25 ^B	1,145.63 ^B
Trade ¹¹	794.04 ^A	835.28 ^B	853.04 ^B	900.63 ^B	914.35 ^B
Transportation and warehousing	1,091.45 ^A	1,157.69 ^B	1,173.38 ^B	1,222.26 ^B	1,248.77 ^B
Information and cultural industries	1,302.57 ^A	1,416.58 ^B	1,573.69 ^A	1,546.36 ^B	1,670.09 ^B
Finance and insurance	1,360.69 ^A	1,454.79 ^B	1,477.79 ^A	1,550.85 ^A	1,586.53 ^A
Real estate and rental and leasing	1,044.35 ^A	1,121.92 ^B	1,183.60 ^B	1,221.97 ^B	1,227.33 ^B
Professional, scientific and technical services	1,439.18 ^A	1,480.73 ^B	1,534.31 ^B	1,633.11 ^B	1,726.28 ^B
Management of companies and enterprises	1,570.41 ^A	1,551.86 ^B	1,541.97 ^B	1,541.76 ^B	1,668.02 ^B
Administrative and support, waste management and remediation services	845.14 ^A	891.67 ^B	955.21 ^B	966.32 ^B	1,017.01 ^B
Educational services	1,069.28 ^A	1,130.22 ^B	1,164.68 ^B	1,160.81 ^B	1,189.21 ^B
Health care and social assistance	937.20 ^A	999.52 ^B	1,004.26 ^B	1,031.02 ^B	1,066.61 ^B
Arts, entertainment and recreation	619.81 ^A	700.73 ^B	723.88 ^B	710.81 ^B	715.07 ^B
Accommodation and food services	419.76 ^A	436.99 ^B	458.01 ^B	465.13 ^B	484.87 ^B
Other services (except public administration)	854.91 ^A	919.32 ^B	960.90 ^B	983.28 ^B	1,031.41 ^B
Public administration	1,336.12 ^A	1,419.03 ^A	1,464.69 ^B	1,502.00 ^B	1,541.89 ^B

Geography	Total, food services and drinking places ² January 2024 (\$ thousands)	2023 to January 2024 (percentage change)
Canada ⁵	7,890,656	-1.9
Newfoundland and Labrador	89,209	1.5
Prince Edward Island	36,743	-0.1
Nova Scotia	188,332	2.3
New Brunswick	133,679	0.1
Quebec	1,507,320	-1.2
Ontario	3,121,448	-1.1
Manitoba	220,597	-1.1
Saskatchewan	202,574	-2.3
Alberta	1,044,932	-0.1
British Columbia	1,324,827	-6.9
Yukon ⁵	9,924	-4.0
Northwest Territories ⁵	6,536	-3.4
Nunavut ⁵	4,536	124.0

Food services and drinking places sales, in thousands of dollars

Total, food services and drinking places (\$)	7,890,656
Special food services (\$)	619,735
Drinking places (alcoholic beverages) (\$)	209,811
Full-service restaurants (\$) ³	3,305,659
Limited-service eating places (\$) ⁴	3,755,451



Canada Foodservice Market Size

Select Another Geography

Share

Canada Foodservice Market

Market Size in USD Billion

CAGR 17.96%



Source : Mordor Intelligence



	Study Period	2017 - 2029
	Market Size (2024)	USD 114.29 Billion
	Market Size (2029)	USD 261.09 Billion
	Largest Share by Foodservice Type	Quick Service Restaurants
	CAGR (2024 - 2029)	17.96 %
	Fastest Growing by Foodservice Type	Quick Service Restaurants

Major Players



*Disclaimer: Major Players sorted in alphabetical order.

Comprehensive Market Data of Competitors: Mandarin Restaurant

Top States with the most Mandarin Restaurant locations:



Ajisen Ramen & Sura Korean Royal Cuisine Restaurant



味干拉面

Ajisen Ramen

消費: \$\$ 适中

电话: 905-470-6318

地址: 7010 Warden Avenue, Markham, ON L3R 8B5

营业时间: 今日 (周五) 11:00 - 00:00 一周营业时间

餐厅特色 等其他信息

全部共 7 张图片 | 上传图片

我去过 (1284) 我想去 (601) 认领本店 加关注 我要纠错

好评率: 72%

口味: ★★★★★

服务: ★★★★★

环境: ★★★★★

性价比: ★★★★★

写点评

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SURA
KOREAN CUISINE

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SURA IS A FINALIST IN THE JUDGED DIVISION OF VANCOUVER MAGAZINE'S 2024 RESTAURANT AWARDS

2024. 03. 07 | Share This Article

We're thrilled to share that SURA Korean Cuisine has been named a finalist in the Judged Division of the 2024 Restaurant Awards by Vancouver Magazine!

Tim Hortons

Tim Hortons - statistics & facts

Tim Hortons is a Canadian coffee chain, founded in Ontario in 1964 by Canadian hockey player Tim Horton. Known originally for its coffee and donuts, today the chain serves a wider variety of food and beverages, including a breakfast menu, sandwiches, soups and an array of baked goods. Tim Hortons is [the largest fast-food chain in Canada](#), with more than three and half thousand stores there in 2013 – more than twice as many as the world's largest fast-food brand, [McDonald's](#).

[Show more](#) ▼

Published by [Statista Research Department](#), Mar 1, 2024

KEY INSIGHTS



Number of Tim Hortons restaurants worldwide	5,600
Tim Hortons is Canada's fifth-most valuable brand	US\$3,899m
Tim Hortons advertising spending in the U.S.	US\$11.3m

[Get more insights](#)


Target Market Definition

As a global chain of rice noodle restaurants, they aim to expand their distribution channels and attract more customers. Firstly, the most likely customers to purchase and eat rice noodles are young people aged between 18 and 35 who are interested in Chinese culinary culture. Canadians, especially those in areas like Toronto and Vancouver, show a considerable interest in various international cuisines, including Chinese dishes. Led by Asians, because many Asian culinary cultures have strong connections to elements such as noodles and soups, for example, East Asian and Southeast Asian cultures. They are interested in quick, delicious rice noodle dishes and can find food that evokes memories in their lives.

Additionally, business and tourist customers are another target. Canada attracts a large number of business travelers and tourists every year, being an important commercial and tourist center where visitors from all over the world can experience diverse cuisines.

Furthermore, vegetarians and spice enthusiasts may also be targets for the restaurant, as the features of Tam's Rice Noodles offer a diverse selection of soups, allowing customers to choose combinations according to their tastes and preferences.

Undoubtedly, the introduction of Tam's Rice Noodles would attract Hong Kong customers, allowing Hong Kong residents in Canada to taste the flavors of their homeland.

Geography	Canada  (map)														
Generation status (4) ¹	Total - Generation status ³														
Age (15C) ²	Total - Age														
Statistics (3)	Count														
Visible minority (15) ⁴	Total - Visible minority ⁶ , Z	Total visible minority population ⁸	South Asian	Chinese	Black	Filipino	Arab	Latin American	Southeast Asian	West Asian	Korean	Japanese	Visible minority, n.i.e. ⁹	Multiple visible minorities	Not a visible minority ¹⁰
Population group (87) ⁵															
Total - Population group ^{11, 12, 13}	36,328,475	9,639,200	2,571,400	1,715,775	1,547,865	957,355	694,020	580,240	390,340	360,490	218,135	98,895	172,885	331,800	26,689,275
Single population groups	33,394,395	8,798,835	2,496,000	1,625,010	1,389,765	899,300	674,125	579,010	359,235	359,340	206,085	61,675	149,285	0	24,595,560
White	24,493,090	0	0	0	0	0	0	0	0	0	0	0	0	0	24,493,090
South Asian	2,496,000	2,496,000	2,496,000	0	0	0	0	0	0	0	0	0	0	0	0
Chinese	1,625,010	1,625,010	0	1,625,010	0	0	0	0	0	0	0	0	0	0	0
Black	1,389,765	1,389,765	0	0	1,389,765	0	0	0	0	0	0	0	0	0	0
Filipino	899,300	899,300	0	0	0	899,300	0	0	0	0	0	0	0	0	0
Arab	674,125	674,125	0	0	0	0	674,125	0	0	0	0	0	0	0	0
Latin American	579,010	579,010	0	0	0	0	0	579,010	0	0	0	0	0	0	0
Southeast Asian	359,235	359,235	0	0	0	0	0	0	359,235	0	0	0	0	0	0
West Asian	359,340	359,340	0	0	0	0	0	0	0	359,340	0	0	0	0	0
Korean	206,085	206,085	0	0	0	0	0	0	0	0	206,085	0	0	0	0
Japanese	61,675	61,675	0	0	0	0	0	0	0	0	0	61,675	0	0	0
Other population groups	251,750	149,285	0	0	0	0	0	0	0	0	0	0	149,285	0	102,470

S.W.O.T ANALYSIS (Situation analysis)

STRENGTH:

- Distinctive Cuisine and excellent foods
- Well-Established Brand
- Proficiency in Management

WEAKNESSES:

- Lack of Brand Awareness
- Cultural Adaptation
- Operational Efficiency and Supply Chain Management issues
- Competitive price

OPPORTUNITIES:

- Expanding Ethnic Food Market
- Diverse Demographics
- Possibility of Growth
- Health Consciousness

THREATS:

- Fierce Competition
- Economic Factors
- Regulatory Difficulties
- Cultural Sensitivity

STRATEGIC IMPLICATIONS

Brand positioning

Approach for entering the market

Long-term success

Operational Excellence

Alliances and Partnerships

In conclusion, Tam Jai faces potential as well as difficulties in breaking into the Canadian market. Tam Jai can however set itself up for success and solidify its place in the Canadian

POSITIONING STATEMENT

“Tam Jai prides itself on creating delectable recipes that are both budget-friendly and capture the unique, lingering flavours found in Hong Kong's neighbourhood eateries. Dishes are rooted in tradition yet innovatively crafted, bringing the essence of Hong Kong's culinary heritage to every dish. Each bite is sure to ignite the senses and leave a lasting impression. Discover the bold and delicious flavours of Tam Jai, where tradition meets innovation in every savoury dish.”

Segmentation Analysis

Geographic

Tam Jai's operations span across Hong Kong, Mainland China, and Singapore, with plans for expansion into Japan and Australia. This geographic diversity enables the company to target different markets and adapt its marketing strategies accordingly.

Demographic

The company's target demographic includes individuals of all ages and backgrounds, particularly those who appreciate Asian cuisine and seek a convenient dining experience. The brand appeals to many customers, from young adults to families and working professionals

Psychographic

The brand is associated with quality, affordability, and convenience. Its mixed offerings cater to customers seeking comfort food with customizable options, appealing to those who value flavorful yet affordable dining experiences.

Behavioral

Tam Jai attracts customers who prioritize taste, quality, and value for money. The brand's popularity and consistent growth indicate a loyal customer base that appreciates the unique mixing offerings and the overall dining experience provided by the company.

Marketing Mix Strategy

Product

Tam Jai international is a brand that offers a unique mix of traditional rice noodles, spicy soup bases, and customizable toppings. It focuses on quality, consistency, and innovation, ensuring its product offering is differentiated and resonates with its target market.

Price

The brand's pricing strategy is to make its food accessible to many customers while maintaining profitability and competitiveness in the market. TJI's affordable pricing reflects their commitment to providing value for money to their customers.

Place

TJI's restaurants are strategically located across various districts in Hong Kong, Mainland China, and Singapore, ensuring accessibility and visibility to their target customers. Their expansion plans into new markets demonstrate their focus on geographic expansion to reach a broader audience.

Promotion

TJI uses a variety of marketing channels to promote its brand and offerings. It leverages its strong brand reputation, awards, and accolades to attract new customers and reinforce loyalty among existing ones. TJI's marketing efforts include social media marketing, digital advertising, and word-of-mouth marketing. Its marketing strategy is designed to create awareness, generate interest, and drive sales for its unique food offering.

Recommendation

The company recognizes the importance of maintaining brand recognition, building trust, and ensuring consistency in messaging, branding, and visual identity across all communication channels to achieve these goals. In addition, the company understands the significance of fostering two-way communication with our audience, encouraging feedback, and promptly responding to inquiries. Engaging with customers on social media or other platforms can also enhance customer engagement and help them stay attuned to their evolving needs.

The company should stay agile and adapt their communication strategy based on changes in market trends, consumer behaviour, or competitive dynamics. This will allow them to remain competitive in an ever-evolving industry landscape.

END OF DISCUSSION...

GROUP 12

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