

Super Star seafood restaurant

Super Star seafood restaurant was founded in 1989, and now there are 13 restaurants in all famous location in Hong Kong such as Central, Wan Chai, Tsim Sha Tsui and Causeway Bay. There is one more now in Japan Tokyo. Super Star seafood restaurant focus mainly on their food quality, with innovative ideas on new food types. In the recent years, Super Star seafood restaurant start to develop their retail market, by diversifying their food products like new types of mini moon cakes and desserts. Direct sales stations are set up in departmental stores like Jusco and Sogo. They have been using Maximizer Enterprise as their internal contact management system for about 3 years to assist the communication with their customers.

Expanding the catering business

As they are becoming more famous and a leading position in Hong Kong food industry, number of customers is increased and so their database becomes bigger and bigger. They would also like to push up their promotion activities by sending out most update information to their customers through emails.

Better manage the database by using Maximizer Enterprise

By using Maximizer Enterprise, they input the entire existing database directly into the address book and start different Email campaigns from time to time. Now, their customers can receive the most updated information including new offers and food products time by time. Fellows can also check the materials sent out from the company library in order to arrange follow-up tasks like strategy planning and evaluations. Different departments are then working in a more effective way with smoother co-operation.

Apart from Chinese restaurants, Super Star seafood restaurant are opening up new routes. For instance, Dinning room, Nuoc Mam, Kimchee and Star Red are their new product lines with different regional tastes. Their chefs have achieved many different awards in top cuisine competitions as well as service awards. They also participate in different promotion activities in order to bring their food to more other cities in the world.