



Company Profile 公司简介

您可信赖的餐饮与食品零售专业咨询服务团队
Your Trusted F&B & Food Retails Business Consultation Services

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Our Amazing Story

关于我们 01

Who We Are 我们是谁

We specialize in business consultancy dedicated to F&B and Supply Chain Optimization. We help businesses build brands, optimize operations, and expand into new markets. Our one-stop business solutions enable entrepreneurs — especially foreign investors — to establish and grow efficiently in Malaysia and beyond.

我们专注于餐饮业与产业链优化商业咨询。我们帮助企业建立品牌、优化运营和拓展新市场。我们的一站式业务解决方案可帮助企业（尤其是外国投资者）在马来西亚及其他国家建立并高效发展。



AMAZING STARHILL

What We Do 我们的服务

01

F&B, Retail & Supply Chain Optimization 餐饮, 零售与产业链优化咨询服务
From Strategic Planning to Sustainable Growth.
餐饮、零售与产业链优化咨询服务——从战略规划到可持续增长

02

Company Registration & Legal Advisory 公司注册和法律咨询
Hassle-free business setup for foreign investors.
为外国投资者提供无忧的企业设立服务

03

Strategic Market Analysis 战略市场分析
Identifying the best locations, pricing strategies, and competitor insights.
确定最佳地点、定价策略和竞争对手洞察力

04

Franchise Development & Expansion 特许经营发展与扩张
Helping brands scale efficiently.
帮助品牌高效扩展

What We Do 我们的服务

- 05 **Tech-Driven Business Solutions 技术驱动型业务解决方案**
Introducing automation and digital strategies for modern retail businesses.
为现代零售企业引入自动化和数字化战略
- 06 **Branding & Marketing 品牌与营销**
Positioning businesses for success through digital and offline strategies.
通过数字和离线战略为企业成功定位
- 07 **Halal Certification & International Market Expansion 清真认证 & 国际市场拓展**
Helping businesses tap into the global Halal market.
获得马来西亚清真认证, 进入全球穆斯林市场



Innovation 创新

Embracing new technology in the Food & Retail industry.
在食品和零售行业中拥抱新技术



Integrity 诚信

Transparent and ethical business practices.
透明、合乎道德的商业行为



Excellence 卓越

Delivering top-quality consulting and strategic guidance.
提供一流的咨询和战略指导



Core Values
核心价值

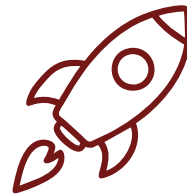
‘To be the leading one-stop consultancy for the F&B industry, Business Optimization, revolutionizing business success through technology and strategy’

“成为餐饮业与产业链优化领先的一站式咨询公司, 通过技术和战略彻底改变企业的成功”



Company Vision

愿景声明



Company Mission

使命宣言

Helping entrepreneurs succeed through comprehensive business solutions
通过全面的业务解决方案帮助食品与零售企业家取得成功

Making businesses more profitable, scalable, and sustainable
使企业更加有利可图、可扩展和可持续发展

Introducing automation and technology-driven solutions to enhance efficiency, consistency, and innovation in the F&B industry
引入自动化和技术驱动的解决方案, 以提升效率、一致性, 并推动餐饮行业创新



Our Competitive Edge

我们的竞争优势

02

Data-Driven Market Insight 数据驱动的市场洞察

Providing precise strategies based on in-depth market research.

结合市场研究, 提供精准策略

Technology-Driven Business Models 科技赋能商业模式

Integrating automation and digital solutions for operational efficiency.

结合自动化、智能系统优化运营

Scalable Growth Models 可扩展的商业模式

Helping brands expand via direct ownership, franchising, and both online & offline channel strategies.

帮助品牌通过直营、加盟、线上线下结合等方式拓展市场

End-to-End Business Support 一站式商业解决方案

Covering registration, location selection, brand management, marketing, and expansion.

涵盖注册、选址、品牌管理、推广、扩展等全方位支持。

Government & Regulatory Support 政府 & 法规支持

Ensuring smooth approvals and legal operations.

无缝对接政府审批流程, 确保合法合规运营



Our Services

我们的服务

03

01

Business Advisory

商业咨询



AMAZING STARHILL

Company Registration & Licensing 公司注册 & 法规咨询

Handling legal documentation, permits, and compliance
法律文件、许可申请、法规合规

Market Validation & Location Analysis 市场 & 选址分析

Identifying the best market opportunities and entry strategies
挖掘最佳市场机会, 制定入驻策略

Business Matching & Grant Advisory 商业匹配 & 资金支持

Connecting businesses with investors and funding opportunities
连接投资者、获取政府或私人基金支持

Co-working Solutions 联合办公解决方案

Providing office addresses for startups requiring local business
setup & registration
为初创企业提供办公地址, 确保合法注册

02

Food & Retail Solutions

食品零售行业
解决方案



AMAZING STARHILL

Concept Development & Branding 概念开发 & 品牌设计

Creating a strong brand identity and retail strategy
从品牌故事到市场视觉识别全方位策划

Franchise Development & Expansion 特许经营 & 扩展

Helping businesses scale effectively through franchising
帮助品牌以高效方式拓展市场

Automation & Technology-Driven Solutions 自动化 & 科技创新

Implementing smart retail innovations for enhanced efficiency
引入机器人烹饪、智能化管理系统, 提高效率

03

Brand Management

品牌管理

Brand Strategy & Positioning 品牌战略 & 定位

Developing a distinct brand identity and market positioning
创建独特品牌价值, 提高市场竞争力

Marketing Campaigns & Digital Growth 营销活动 & 数字化推广

Leveraging digital tools to enhance brand visibility.
利用社交媒体、广告和公关策略提升品牌曝光度

Rebranding & Global Expansion 品牌升级 & 全球扩展

Adapting brand strategies for international markets
重新塑造品牌形象, 适应国际市场



04

Halal Consultancy

清真咨询

Halal Certification in Malaysia 马来西亚清真认证

Assisting businesses in obtaining globally recognized certification
让企业获得全球认可的清真认证

International Halal Market Entry 国际清真市场调查 & 进入策略

Providing insights and strategies for expanding into Halal-friendly regions
进入东南亚、中东等清真食品消费市场



AMAZING STARHILL



Our Team

团队介绍

04



Nationality 国籍

Malaysia
马来西亚

Dato' 拿督

**Wong
Yew Kai**
黄耀佳Strategy, Brand &
Communication, Director

战略、品牌与沟通 总监

Self-introduction 自我介绍

Dato' Wong Yew Kai is the founder and director of Kuala Lumpur's tallest revolving restaurant called Atmosphere 360 at KL Tower since 2011. After obtaining an MBA from Taiwan, specializing in Agri-Business Management, Dato' Wong further expanded his skills, working together with a co-director from Asian Kitchen (M) Sdn Bhd and establishing a newly created F&B chain under a New Brand called Satay Putera where its flagship shop situated at the town of Kajang.

自 2011 年起, Dato' Wong Yew Kai 担任吉隆坡最高的旋转餐厅 Atmosphere 360 的创办人兼董事。在台湾攻读农业企业管理专业的工商管理硕士学位后, Dato' Wong 进一步扩展了自己的技能, 与 Asian Kitchen (M) Sdn Bhd 的一位联合董事合作, 在加影镇开设了一家名为 Satay Putera Kajang 的新品牌餐饮店。

Area of Expertise 专业领域

(Food & Beverage and Agriculture)

- Strategic Business Planning
- Business Profiling & Market Validation
- Branding and Marketing
- Value Optimization Study and Consultancy
- Business Restructuring & Expansion
- Recruitment & Implementation

(食品饮料和农业)

- 战略性业务规划
- 业务分析与市场验证
- 品牌与营销
- 价值优化研究与咨询
- 业务重组与扩张
- 招聘与实施

Dato' 拿督

**Wong
Yew Kai**
黄耀佳

Business Ventures & Industry Leadership

创业历程与行业领导力

Dato' Wong Yew Kai is a visionary entrepreneur with expertise in construction, agriculture, marine aquaculture, and F&B. He has successfully led projects in institutional construction, marine fish hatcheries, and large-scale pineapple plantations, demonstrating his ability to drive business growth across industries

拿督黄耀佳是一位具有远见卓识的企业家，在建筑、农业、海水养殖和餐饮方面拥有丰富的专业知识。他曾成功领导过机构建设、海水鱼苗孵化场和大型菠萝种植园等项目，显示了他推动跨行业业务增长的能力。

Industry & Community Engagement

行业与社区参与

Dato' Wong actively contributes to industry development through leadership roles in organizations such as the Malaysia-China Chamber of Commerce, Borneo Economic & Trade Promotion Association, and the Fruit Farmers Federation of Malaysia. His expertise in business networking, market expansion, and trade relations continues to strengthen Malaysia's position in the global market.

黄拿督在马来西亚-中国商会、婆罗洲经济贸易促进会和马来西亚果农联合会等组织中担任领导职务，为行业发展做出了积极贡献。他在商业网络、市场拓展和贸易关系方面的专业知识不断加强马来西亚在全球市场的地位。



Nationality 国籍

Malaysia
马来西亚

Datin' 拿汀

**Low
Miow Yong**
刘妙蓉Admin & Finance, Director
行政与财务 总监

Self-introduction 自我介绍

Datin' Low Miow Yong is a highly experienced finance and administrative professional, specializing in corporate governance, financial management, and business operations. With a strong background in retail, manufacturing, and F&B sectors, she has played a pivotal role in financial planning, compliance, and operational efficiency for multiple businesses.

Datin' Low Miow Yong 是一位经验丰富的财务和行政专业人士，擅长公司治理、财务管理和业务运营。她在零售业、制造业和餐饮业有着深厚的背景，在多个企业的财务规划、合规性和运营效率方面发挥了关键作用。

Area of Expertise 专业领域

- Accounting
- Financial Management & Planning
- Corporate Administration & Governance
- Leadership & Team Management
- Business Operations & Compliance
- Strategic Financial Advisory

会计
财务管理与规划
企业管理与治理
领导力与团队管理
业务运营与合规
战略财务咨询

Datin' 拿汀

**Low Miow
Yong**
刘妙蓉

Business Leadership & Financial Expertise 业务领导力和财务专业知识

With extensive experience in accounting, budgeting, and financial analysis, Datin' Low has been instrumental in ensuring fiscal stability and compliance across various organizations. Her expertise in corporate administration and financial structuring has contributed to the success of Asian Kitchen (M) Sdn Bhd (Atmosphere 360 Revolving Restaurant, KL Tower) and other enterprises. She excels in optimizing financial processes, implementing strategic cost management, and strengthening internal controls to support business growth.

拿汀刘妙蓉在会计、预算编制和财务分析方面拥有丰富的经验,在确保各组织的财政稳定性和合规性方面发挥了重要作用。她在企业管理和财务结构方面的专业知识为 Asian Kitchen (M) Sdn Bhd (吉隆坡塔的 Atmosphere 360 旋转餐厅)和其他企业的成功做出了贡献。她擅长优化财务流程、实施战略成本管理和加强内部控制,以支持业务增长。



Nationality 国籍

Malaysia
马来西亚

Wilson

**Wong
Zi Xuan**
黄梓轩Business Catalyst,
Senior Co-ordinator Director
商务催化高级协调员

Self-introduction 自我介绍

Wilson Wong Zi Xuan is a multimedia and digital strategist, with expertise in social media marketing, UI/UX design, and project coordination. Having worked in F&B, media, and construction industries, he specializes in brand development, digital engagement, and business operations to drive innovation and efficiency.

Wilson Wong Zi Xuan 是一名多媒体和数字战略家，擅长社交媒体营销、用户界面/用户体验设计和项目协调。他曾在餐饮、媒体和建筑行业工作，擅长品牌发展、数字参与和业务运营，以推动创新和效率。

Area of Expertise 专业领域

- | | |
|-----------------------------------|----------|
| - Multimedia Design | 多媒体设计 |
| - Digital Platform Management | 数字平台管理 |
| - Project Management & Operations | 项目管理与运营 |
| - Leadership & Team Management | 领导力与团队管理 |
| - Cross-Cultural Communication | 跨文化交流 |

Wilson

**Wong
Zi Xuan**
黄梓轩

Business & Digital Innovation

业务与数字创新

Wilson brings a unique blend of creativity and business acumen, excelling in digital content creation, branding strategies, and marketing campaign execution. His experience at Atmosphere 360 Revolving Restaurant and Star Media Group has equipped him with skills in multimedia design, digital platform management, and cross-platform marketing strategies. He plays a crucial role in enhancing brand visibility and customer engagement through modern digital solutions.

黄梓轩独创性地将创造力与商业敏锐度融为一体, 擅长数字内容创作、品牌战略和营销活动执行。他在 Atmosphere 360 Revolving Restaurant 和 Star Media Group 的工作经历使他具备了多媒体设计、数字平台管理和跨平台营销战略方面的技能。他在通过现代数字解决方案提高品牌知名度和客户参与度方面发挥着至关重要的作用。



Nationality 国籍

Malaysia
马来西亚

PROF. DR.

**ABD. MALIK
MUSHARAT**Halal Consultant
清真顾问

Amazing Starhill Sdn Bhd has partnered with Prof. Dr. Abd. Malik Musharat (Halal-Guru) as a Strategic Partner for Halal Consultancy.

Self-introduction 自我介绍

Under JAKIM's Smart Partnership Concept, Prof. Dr Malik was appointed as a **Strategic Partner** to the **Malaysia International Halal Academy (MIHA)** by the Malaysia Halal Council. Responsible for Halal capacity building in Qatar, Korea, Japan, China, India, Taiwan, and Cambodia.

He held important positions at numerous organizations and was instrumental in charting the development of the Halal industry in Malaysia.

He is a capable and trusted personality with excellent networking relations, vast knowledge in sales and marketing, Halal ecosystem development, livestock farming and animal husbandry, investment, promotion, establishing trade relations and key stakeholders' engagements.

根据JAKIM的智能合作伙伴概念, 马利克博士教授被马来西亚清真理事会任命为马来西亚国际清真学院 (MIHA) 的战略合作伙伴。负责卡塔尔、韩国、日本、中国、印度、台湾和柬埔寨的清真能力建设。

他曾在许多机构担任要职, 在马来西亚清真产业的发展过程中发挥了重要作用。

他在销售和营销、清真生态系统发展、畜牧业、投资、推广、建立贸易关系和主要利益相关者参与方面拥有丰富的知识, 是一位能力出众、值得信赖的人物。



Project Showcase

案例展示

05

01

Atmosphere 360 Revolving Restaurant 吉隆坡塔旋转餐厅



Kuala Lumpur Tower (KL Tower), 421 meters high, is an iconic landmark in Kuala Lumpur, and is uniquely named alongside the Petronas Twin Towers. Although primarily used for communications, it also welcomes visitors, allowing people to take in the beauty of the city from a whole new perspective. On the upper floors of the tower is a 360-degree revolving restaurant with a unique twist, the only one in Malaysia and the tallest halal restaurant in the world. Dine at a sumptuous lunch buffet, afternoon tea and dinner, and enjoy the magnificent panoramic views of Kuala Lumpur as the restaurant gently revolves.

吉隆坡塔 (KL Tower), 高 421 米, 是吉隆坡的标志性建筑, 与双子塔齐名, 独具魅力。尽管主要用于通讯, 也欢迎游客光临, 让人们从全新视角领略这座城市美景。塔的高层有一个 360 度旋转餐厅, 别具一格, 是马来西亚唯一的一家旋转餐厅, 也是世界最高的清真餐厅。用餐时, 不仅可以享用丰盛的自助午餐、下午茶和晚餐, 还能在餐厅缓缓旋转过程中, 一边品尝美味, 一边欣赏吉隆坡壮丽全景。



02

Satay Putera Kajang
加影沙爹王子

For the real satay soul, then you have to go to Kajang, Malaysia - the birthplace of satay! And here, Satay Putera Kajang is not just a store name, but a royal legend in the satay world. Not only does Satay Putera Kajang grill satay, the store also has several secret dishes that are guaranteed to satisfy your taste buds in every way!

追求真正的沙爹灵魂，那就得去马来西亚的加影——这可是沙爹的诞生地！而在这里，加影沙爹王子可不仅仅是个店名，而是沙爹界的皇室传奇。沙爹王子不止会烤沙爹，店里还有几道秘制美食，保证让你的味蕾得到全方位的满足！



03

Mamiria FunFood Mamiria 咖啡厅



When you're tired of sneaking around the National Zoo of Malaysia, Mamiria Café is the perfect place to revitalize your energy. It's not just a place to have a cup of coffee, it's also a happy energy station for all visitors.

在马来西亚国家动物园里溜达累了，Mamiria咖啡厅就是你重振雄风的最佳选择。这里不仅仅是一个喝咖啡的地方，还是所有游客的快乐能量站。





AMAZING STARHILL

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