

Company Profile

Kitchen Arena

2023 / 2024

Kitchen Arena

www.kitchen-arena.com.my

The largest and most comprehensive commercial kitchen showroom in the country. At Kitchen Arena, you are just a click away from us, an online retailer offering kitchen solutions for all your needs by simplifying choices.





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About Company

When Kitchen Arena started in 2015, it was a simple website that sells commercial kitchen equipment in Malaysia. In less than a year of its inception, we have already receiving inquiries and orders from worldwide. Ever since, we Kitchen Arena has become one of the largest and most comprehensive e-commerce in Malaysia.

When it comes to setting up a restaurant/commercial kitchen, it is by no means a simple undertaking. We always aim to make it a seamless process for both partners - taking pride in being able to be with our client every step of the way.

Bringing client's vision together with the team experience and expertise which is highly regarded in the industry.

We at Kitchen Arena aims to always staying ahead, setting trends and leading the innovation. Dedicated to delivering innovative kitchen equipment to small and large scale restaurant, cafe, baking and many more. Throughout Malaysia and Southeast Asia.



VISION

To serve our customer better, to always be relevant in their business endeavor, and to form a lifelong relationship.

MISSION

To be the preferred kitchen equipment provider in Southeast Asia by year 2025.



Company History

Kitchen Arena is a leading Malaysia commercial kitchen equipment suppliers. Through years of experience in sourcing and supplying, Kitchen Arena is the leading Malaysia commercial kitchen equipment suppliers.

We are dedicated to bring you the best value for money products direct from manufactures and suppliers.



We offer an extensive array of kitchen equipment and appliances for **refrigeration, cooking and display, beverages, packing, janitorial, consumables (food & non-food) and domestic kitchenware.**

2016

Established and launched as the first commercial kitchen equipment commerce website in Malaysia.

2017

Product SKUs reaches 2500 SKUs. Celebrating over 5,000 page view monthly.

2018

K360 Kitchen Hall at Balakong to bring the online - offline - online experience to consumers.

2019

Murah kitchen has launched after receiving numerous request for used equipment during pandemic.

2020

Business Doctor was introduced to help entrepreneurs to set up practical kitchen.

2021

Kitchen Arena are expanding to SEA and Vietnam is the first stop.

2022

Breakthrough 1M+ online users.

2023

Organices first in-house HORECA Fair with over 2300+ visitor and 30 exhibitors.



Total Products on Website:
7,892



Quotation Value
>MYR 103 Mil



Total Online User
1 Mil



Average Page View
5,333,068



Social Media Followers
(Facebook, Instagram, Youtube)
>40,000



Acquired Client
>10,000



Google Search Result
>20,000



Showroom Size
28,000 Sqft



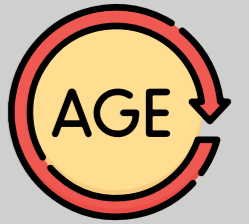
Customer Lifetime Value:
RM9,000



Newsletter Subscribers:
43,479

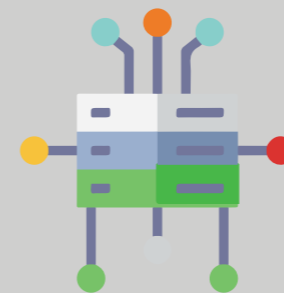


Website Rank in Malaysia
(Commercial Kitchen)
Top 3



Average Team Member Age
26 Year Old

Facts and Figures



Traffic Source
>71% Organic



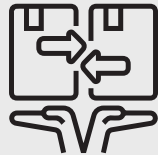
Girls Powers Company
70:30 Ratio



Compound Annual Growth Rate
70%

User Experience

Our e-commerce goes above and beyond to guarantee the finest experience. As a business that operates predominantly online, we recognise the value of innovative digital touchpoints for customers' engagement.



Product Comparison

Compare products side-by-side to make an informed decision.

Business Doctor

Kitchen consultation at your service.



Price Match Guarantee

Our commitment is to always offer you the lowest price possible.

Installment Payment Plan

Interest-free with up to 12-month tenure.



Hire Purchase

The long-term option with the best rate in town.

Point Redemption

Our way of rewarding our most loyal customer with redeemable points.





Kitchen 360 Experience

- Malaysia's First HORECA Institution
- No Hefty Advertising Costs
- OMO Retail Service
- Ushering A New Era Commercial Kitchen Retail

Over 1,000 products on display

We have a comprehensive array of equipment for a seamless retail experience. They are categorically organized for your browsing ease. We accept a variety of payment methods.



87,000 Sqft of total buildup space

We have an extensive rentable space. Whether you are looking to display your products or organize an event, we have plenty of space for you.



Concept Kitchens

We have commercial kitchens for a variety of food-service set up. You will be able to experience what makes a commercial kitchen different from non-commercial ones.



Our Clientele





Layout Planning

To maximize the utility of space efficiency, we also provide layout planning services by understanding the vision of client's expectation and bringing it into reality.



Customization

We offer a variety of different concepts for different layout and sizes. Sourcing the right stainless steel kitchen equipment to suit your exact requirements.

Business Doctor

Kitchen consultation at your service.

Whether it's commercial kitchen design or fabrication, we are here to be the very best for you. We care about the efficient running of your restaurant in the long run and in achieving maximum satisfaction.



Installation and After Sales Service

Providing a one-stop solution right to your doorstep. Ensuring a safe delivery and installation of kitchen equipment to guarantee excellence.



Project Consultancy

Things that most often neglected was the MEP mechanical, electrical and plumbing consideration. Rest assured, we plan to help and support.

Murah Kitchen

Largest 2ndHand Equipment Marketplace In Malaysia. We visit, inspect, collect and refurbish the equipment we collected. Process that has been straightened by years of experience and hard work to your benefit.



Total TVL over
10 million

60%
cheaper than
new products

Growth of
300%
annually

Over
8000
product SKUs

Fastest
growing web
traffic among
pears

Largest
re-collection
area for commercial
kitchen equipment

Integrated E-commerce platform

Beyond e-commerce, a web that will enhance customer experience, better visibility into data, analytics and improved operational efficiency.

Bidding services

Provide a fair market value to customer. Allowing seller or buyer to make smart decision in lieu processes. Provide timely purchase and eliminate long negotiation period.

Consumables

Cleaning and detergent such as bleaches, dishwashing products, cleaning and sanitizers supply in regular bans and negotiable price.

Rental Business

Brand new to enter to market become larger with neutral option to customer. Commercial equipment are easy disable and suit to rent-to-own as well.



K360 HORECA Fair 2023

Kitchen Arena's First In-House Commercial Kitchen Equipment Event

This premier fair, equipped with a sharp focus on commercial kitchen equipment for the promising hospitality industry, has exceeded expectations in terms of participation and results!

By The Numbers

More than
2300+
visitors

30
Exhibitors



Sales Generated during the show
RM400-600K



50
Exhibiting Brands

Event Highlights



Crazy SALES
Up To 80%



Business 1-to-1
Consultation



Halal Talk &
Info Sharing



Live Cooking &
Equipment Demo

We extend our heartfelt thanks to everyone who supported our first in-house event. With that being said, look forward to our next exhibiting stop at MITEC, KL 2024!





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