



BORNEO MORE SDN BHD



2024

COMPANY PROFILE

In Sabah, East Malaysia, the founders and pioneers of Borneo More have introduced a Bubble Tea and Snack Food carrier.

Borneo More is a one-stop destination, providing a comprehensive solution for all the needs of the food and beverage industry.

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ABOUT COMPANY



In 2014, Borneo More Sdn Bhd was incorporated, inherited by Mr. Moo Kim Fatt's daughter, Molly Moo Li. The company was formerly known as KK More Enterprise and diversified its operations to specialize in the supply of food processing machinery, spare parts, and F&B ingredients.

The journey began in 2002 when Mr. Moo Kim Fatt, the original founder, initiated a wholesale F&B business, starting with the supply of F&B ingredients on a home-based scale. Over the years, the business gradually expanded its reach to Sarawak and Brunei.

Under Mr. Moo Kim Fatt's guidance, more than a thousand customers have been able to establish their own Bubble Tea Kiosks/Cafes.



OUR MISSION

Our mission is to deliver a comprehensive range of superior food and beverage supplies, meeting the highest standards of quality and safety. We are committed to forging lasting partnerships with our clients, offering tailored solutions that cater to their specific requirements. Through relentless dedication to customer satisfaction, continuous innovation, and sustainable practices, we aim to be the preferred choice for F&B establishments, contributing to their success and prosperity in the ever-evolving culinary landscape.

OUR VISION

To be the premier and trusted provider of top-quality food and beverage supplies, catering to the diverse needs of our customers. We envision empowering the F&B industry with innovative solutions, exceptional service, and a wide range of products, ensuring the success and growth of our customers in their culinary endeavors.

QUALITY EXCELLENCE

We are committed to providing only the finest and highest-quality F&B supplies, ensuring our products meet stringent quality standards to exceed our customers' expectations.

CORE VALUE



CUSTOMER-CENTRIC APPROACH

- Our customers are at the heart of everything we do.
- We prioritize their needs, understand their challenges, and offer personalized solutions to build long-lasting relationships.



RELIABILITY AND TRUSTWORTHINESS

- Trust is the foundation of our business.
- We value the trust placed in us by our customers, partners, and consistently deliver on our promises.



INNOVATION AND ADAPTABILITY

- Embracing innovation and staying adaptable to changes in the F&B industry is crucial to our success.
- We continuously seek new ways to improve our offerings and remain at the forefront of the market.



SUSTAINABILITY AND ETHICAL PRACTICES

- We are committed to promoting sustainable practices throughout our supply chain.
- Prioritizing environmentally friendly options and ethical sourcing allows us to contribute positively to society.

CORE VALUE



INTEGRITY AND TRANSPARENCY

- Honesty and transparency are core principles in all our interactions.
- We conduct business with integrity, maintaining clear communication and ethical practices.



TEAM COLLABORATION

- We foster a collaborative work environment where every team member's unique skills and perspectives contribute to our collective success..



CONTINUOUS IMPROVEMENT

- We believe in the pursuit of continuous improvement.
- Through learning and development, we strive to raise the bar for ourselves and the industry.



COMMUNITY ENGAGEMENT

- We actively participate in initiatives that benefit our local communities.
- Giving back and making a positive impact beyond business operations is integral to our values.



PASSION FOR FOOD

- Our passion for the F&B industry drives our commitment to delivering the best supplies.
- We are inspired by the joy and satisfaction our products bring to people's culinary experiences.

GOALS



01

LEADING IN F&B EXCELLENCE

To become the leading provider of top-quality products and services for the F&B sector, delivering exceptional value to our customers.



02

DIVERSE SUPPLIES FOR YOUR NEEDS

To offer a diverse and comprehensive range of F&B supplies that cater to the unique needs and demands of our valued clientele.



03

FAST DELIVERY, GREAT SUPPORT

To ensure timely and efficient delivery services, coupled with outstanding customer support, enhancing the overall experience for our customers.



04

BUILDING STRONG F&B PARTNERSHIPS

To forge strong and enduring partnerships with F&B establishments, working together to achieve mutual success and growth.

GOALS



05

GROWING INTO NEW MARKETS

To expand our wholesale distribution business to new markets, including Brunei, Singapore, and other South-East Asian countries, broadening our reach and impact in the region.



06

EMPOWERING F&B CATERERS

To enhance our coaching classes for F&B caterers, providing the latest knowledge and recipes to empower our clients with cutting-edge skills and insights.



07

OUR OWN BRAND, WORLDWIDE IMPACT

To establish our own brand of cafes/kiosks, manufacturing and promoting a unique line of products to capture a significant share in the global F&B market. Additionally, we aim to collaborate with local brands to offer diverse and enticing F&B choices to our customers.



08

MODERN SHOWROOM BY 2025

To create a modernized showroom concept by 2025, providing an immersive and innovative experience for our customers to explore our offerings and make informed decisions.

INTRODUCTION



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Molly Moo Li is a visionary entrepreneur and accomplished business leader with a strong background in hospitality management and accounting. With a passion for the food and beverage (F&B) industry, Molly has translated her expertise into the successful establishment and growth of Borneo More Sdn Bhd, a dynamic company specializing in F&B solutions.

PERSONAL IMPACT

Molly's journey from hospitality management to accounting and her subsequent foray into the F&B industry exemplify her adaptability and determination. Her dynamic leadership has propelled Borneo More Sdn Bhd to the forefront of the F&B solutions sector.

SME WOMEN ENTREPRENEURS AWARD



BORNEO MORE
SDN BHD

MOLLY MOO LI Director

“Turning Dreams into Delicious Realities,
Crafting Culinary Excellence”

Borneo More Sdn Bhd is a distinguished wholesale F&B enterprise with a remarkable journey that began with the supply of F&B ingredients on a modest home-based scale. Over two decades, our business has steadily expanded its footprint, extending its reach to the regions of Sarawak and Brunei. Our unwavering commitment to guidance and support has facilitated over a thousand customers in realizing their dreams of establishing thriving bubble tea kiosks and cafes. In 2014, we strategically diversified our operations to specialize in the supply of food processing machinery, spare parts, and an extensive army of F&B ingredients.

Our overarching vision is to emerge as the foremost and most trusted provider of premium food and beverage supplies, tailored to meet the diverse requirements of our esteemed clientele. We aspire to empower the F&B industry with avant-garde solutions, exemplary service, and a comprehensive

comprehensive product portfolio, thereby ensuring our customers' resounding success and continuous growth in their culinary ventures. Our pledge is to deliver nothing less than the finest and highest-quality F&B supplies, with a steadfast commitment to surpassing stringent quality standards and surpassing our customers' expectations.

Our company takes pride in its position as a trailblazing purveyor of top-tier products and services for the F&B sector, consistently delivering exceptional value to our valued customers. We prioritize their unique needs, diligently seek to understand their challenges, and offer personalized solutions to foster enduring partnerships. At Borneo More Sdn Bhd, we believe that we are not merely making a living: we are ardently building a legacy in the world of food and beverage supply.

INTRODUCTION



EDUCATION

Higher Diploma in Hospitality Management, IKDU College PJ (1997 - 1999) Degree in Accounting, University of Hertfordshire, United Kingdom (2003)

PROFESSIONAL JOURNEY

Accounting at Minly Paper Sdn Bhd (2003 - 2007): Molly's career began in accounting, gaining valuable experience in financial management within the wholesale industry.

LOGISTIC EXECUTIVE AT MAXIS COMMUNICATION SDN BHD (2007 - 2009)

Transitioning into the telecommunications sector, Molly honed her skills in logistics and operations management.

MANAGING DIRECTOR AT BORNEO MORE SDN BHD (2009 - PRESENT)

Molly's entrepreneurial spirit led her to establish Borneo More Sdn Bhd, a thriving F&B solutions company. Under her leadership, the company has flourished, offering comprehensive consultancy services, F&B knowledge sharing, and specialized kiosk setups.

CONTINUOUS LEARNING

Molly's dedication to excellence is evident in her pursuit of F&B training courses in Kuala Lumpur, China, and Taiwan, ensuring that her company remains at the cutting edge of industry developments.

FOREWORD

As the Managing Director, it fills me with immense pride to lead a team that is passionate about delivering excellence in every aspect of our business. Since our inception, our primary focus has been on serving you, the backbone of the food and beverage industry. We understand the unique challenges you face, and that's why we have made it our mission to provide you with a comprehensive range of top-quality supplies and services to cater to your diverse needs.

At Borneo More, we believe that success lies in nurturing strong relationships. We take a customer-centric approach, listening to your requirements and striving to offer personalized solutions that elevate your business. Our commitment to transparency, integrity, and reliability has allowed us to build lasting partnerships, and we look forward to fostering these connections further.

As the industry evolves, we remain dedicated to staying at the forefront of innovation. Our team is constantly exploring new possibilities and staying up-to-date with the latest trends to ensure that you have access to cutting-edge products and services.

Beyond our business goals, we recognize the responsibility we hold to our communities and the environment. We are committed to sustainable practices and actively engage in initiatives that make a positive impact on society.

Our journey so far has been remarkable, but we understand that it is only the beginning. With your continuous support and feedback, we are motivated to excel even further in providing the best solutions and services in the F&B industry.

I invite you to explore our ever-expanding range of products and services, and I assure you that your satisfaction will remain at the core of everything we do.

Thank you once again for choosing Borneo More. Together, we will continue to create a successful and prosperous future.

MEET THE TEAM



Molly Moo Li
Managing Director



Monex Moo Bo Sun
Director



Norafidah
Human Resource



Jennifer Shim
Account Manager



Badalianah
Logistic Manager



Winnie Boo
Social Media Manager



Shanty Gorudin
Trainer



Chua Sin Chin
Admin Officer



Nur Ameera
Head of Foodhub



Syafawani
Social Media Assistant



Johanis Anun
Trainer



Our Team

Company Trip



Team Building

Company Dinner
& Charity Visit



OUR SERVICE



Premier One-Stop Solution Center for the F&B Industry

Our comprehensive services cater to a diverse range of businesses in the food and beverage sector, offering an extensive array of solutions and support to meet all their needs.



Product Development and Customization

Work with customers to develop and customize specific products to meet unique requirements or create signature items.



Product Sampling and Testing

Offer product samples for customers to evaluate before making bulk purchases, ensuring they are satisfied with the quality and suitability.



Training and Workshops

Conduct training sessions and workshops for staff on product handling, usage, and proper storage techniques.



Customized Product Sourcing

Assist customers in sourcing specific and hard-to-find products, tailored to their menu or cuisine requirements.



Technical Support

Offer technical support and assistance with equipment, machinery, or appliances related to F&B operations.



Delivery Services

Provide efficient and timely delivery services to ensure supplies reach customers' establishments on schedule.



Consultation and Expert Advice

Provide expert advice on product selection, menu planning, and cost optimization to help F&B establishments improve their operations.

OUR SERVICE

Set Up a Customer Cafe






Sandakan, Sabah



Kota Belud, Sabah

Customer Coaching Session



-  Demo Session
-  Discussion Session
-  Training Session

OUR SERVICE

One-Stop F&B Solution Center Streamlining

- ✓ Halal Food and Beverage Powder
- ✓ Taiwanese Bubble Tea Ingredients
- ✓ Ice Cream, Seasoning & Flavoring Products
- ✓ Juices, Syrup, Topping Jelly Series

- ✓ Cup & Straw (Hot & Cold Beverages)
- ✓ Food Packaging
- ✓ All Types of Utensils
- ✓ Sealing Film for Sealer Machine

Food & Beverage Ingredients

Packaging Materials & Store Supplies

Machinery & Equipment

Coaching/Consultation

- ✓ Snack Food Machine / Soda Machine
Juice Dispenser Machine
- ✓ Cake Chiller / Freezer / Ice Cream Machine
- ✓ Deep Fryer / Food Warmer
- ✓ Waffle Machine / Kaya Ball Machine
- ✓ Other Machines
and Accessories

- ✓ Set up Kiosk / Cafe consultation based
on customer budget requirements
- ✓ New recipe innovation
- ✓ Machine Demo / Guide



OUR CLIENTS



OUR PATNERSHIP



PARTICIPATION F&B JOURNEY

2023

Dec 2023



Beverage Intensive Course
Guangzhou

Nov 2023



Awarded SME Woman
Entrepreneur Award 2023



Milky Tea Recipe Improvement
Course - Taiwan



Taiwan International Coffee
Show

Oct 2023



Kuala Lumpur SIE F&B Expo

Sep 2023

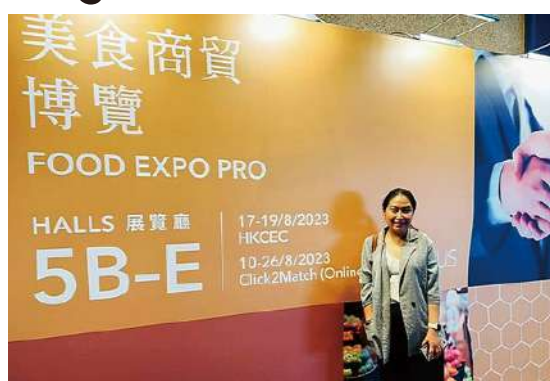


Attend Bingsu Course



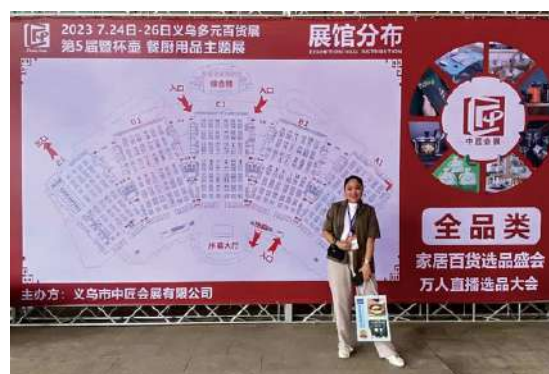
Kuala Lumpur MIHAS
(Malaysia International Halal Showcase)

Aug 2023



Attend HKTDC Food Expo
Hong Kong

Jul 2023



Yiwu Multi-Department
Store Exhibition - China



Attend Taiwan Taipei
(Bubble Tea Course)

2023

Jun 2023



Leading in Uncertain Times Sabah, Kota Kinabalu

Apr 2023



Attend Doumix (Beverage Training) Singapore

May 2023 Employee Involvement & Participation



Leader Training TikTok Marketing - Terengganu



Shopee Entrepreneurship Training Workshop Sabah, Kota Kinabalu

2022

Nov 2022



Attend Kopitiam Beverage Training Kuala Lumpur

Oct 2022



Visit Selangor International Expo (F&B) Kuala Lumpur

Sep 2022



Visit Food & Hospitality Expo Kuala Lumpur

Employee Involvement & Participation

2019 - 2018

Jun 2019



Visit Food Taipei Expo

May 2019



Visit Hotel Expo - Thailand

Mar 2018



Visit Hotel Shanghai Expo

2013 - 2012

Jun 2013



Visit Taiwan Food Expo

Apr 2012



Visit International Showcase Kuala Lumpur

Mar 2012



Visit Foodex Japan Expo

2011

Sep 2011



Visit Food & Hotel Malaysia Expo Kuala Lumpur

2009 - 2008

Nov 2009



Exhibition Booth International Expo Sabah, Kota Kinabalu

Oct 2008



Exhibition Booth International Expo Sabah, Kota Kinabalu

PARTICIPATION F&B JOURNEY



EMPLOYEE INVOLVEMENT AND PARTICIPATION





BORNEO MORE SDN BHD

Lot 338, Jalan Likas 2, Jalan Tuaran, Kota Kinabalu, Sabah.

Office : 088-441 188 H/P : 012 803 7006



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