



COMPANY PROFILE



MALAYSIA 1ST FAST FOOD BAO STORE

ABOUT US



The Bao Guys (TBG) stand as Malaysia's trailblazing Fast Food Bao Store, emerging from the inventive minds of three law graduates during the challenging period of the Movement Control Order (MCO). Specializing in providing a seamless experience for patrons seeking convenient grab-and-go options, TBG has swiftly evolved from a humble online delivery service into a distinguished establishment with the inauguration of our first brick-and-mortar store in SS2 in under six months.

This trajectory underscores TBG's unwavering commitment to cultivating a distinct Fast Food Bao culture. We've seamlessly infused a contemporary twist into a cherished culinary tradition, responding to the dynamic preferences of today's ever-evolving palates. Our curated range of flavors is meticulously crafted to take you on a global journey—one bao at a time.

Each bite at TBG promises an explosion of flavors meticulously orchestrated to strike the perfect balance between complexity and simplicity. Our culinary approach reflects our dedication to not merely meeting but exceeding the expectations of our discerning clientele.

As we embark on this culinary journey, we invite you to join us in redefining the landscape of fast food, one bao at a time. We are open to collaborations and partnerships with investors who share our vision for innovation in the culinary industry. Together, let's shape the future of Fast Food Baos and create a legacy that transcends borders and tantalizes taste buds worldwide.



GUA BAOS

A traditional street food snack particularly found in Taiwan. It has since been popularised in the US and western culture by David Chang and Eddie Huang of [Momofuku](#) & [BaoHausNY](#).

It consists of a slice of stewed meat and condiments sandwiched between flat steamed bread known as lotus leaf bread. Wherever in the world this snack is found, it has never been seen as a fast food alternative.

The Bao Guys intend on changing that

MISSION

- To reinvent Baos into elevated fast food staples, available to everyone without any religious constraints.
- To establish a culture of fast food baos, modernising a traditional food staple for today's ever-changing taste buds.
- To have strong presence locally in shopping malls and high traffic areas.



VISION

- To be the No.1 alternative to traditional Fast Food across the globe.
- To be the fastest growing Fast food Bao store.
- To be accessible and available to people from all walks of life. From the highest of skyscrapers to the smallest of villages, Feeding the world, One Bao at a time.
- To grow and expand regionally with strong intentions of having a presence in SEA.



PRODUCT RANGE



THE APPEAL OF BAO



Traditional fast food has its time and place, but let's face it—it's a bit passé. The routine burgers and fries have been around the block, and frankly, it's time for a fresh take. Enter KL's first Fast Food Themed Bao store—where innovation meets tradition, and the **possibilities are as vast** as the flavors we offer.

Being the first of its kind, we're not just breaking ground; we're paving a whole new culinary path. Picture this: steamed buns stuffed with a variety of delectable fillings, each bite telling a story of flavor and culture. **It's not just a meal; it's an experience.**

And what makes this even more exciting is the **scalability and diversifiability** of our products. We're not confined to the limits of the traditional fast food menu. Our bao offerings can evolve, adapt, and multiply. From classic combinations to avant-garde creations, we're turning the ordinary into extraordinary, ensuring every visit to our Bao store is a culinary adventure.

OUR TARGET THIS YEAR



Mobile Marvels in High-Density Spots:

Launching food trailers in accessible high-density neighborhoods and tourist hotspots for on-the-go bites.

Strategic Collaborations for Buzz:

Partnering with local businesses, vendors, and events to amplify brand visibility and community engagement.

Untapped Markets Unleashed:

Exploring new frontiers in Terengganu, Perlis, Kelantan, Pahang, and Kedah, introducing TBG where competitors are absent.

Digital Presence:

Enhancing our online footprint with easy-to-use ordering systems for customer convenience.

East Malaysia Takeover:

Breaking ground in East Malaysia, a region largely untouched by competitors, to establish TBG as the go-to bao destination.

Green Trailers, Happy Earth:

Incorporating sustainable practices in food trailer operations, aligning with environmental values.

Mall/Kiosk Franchise:

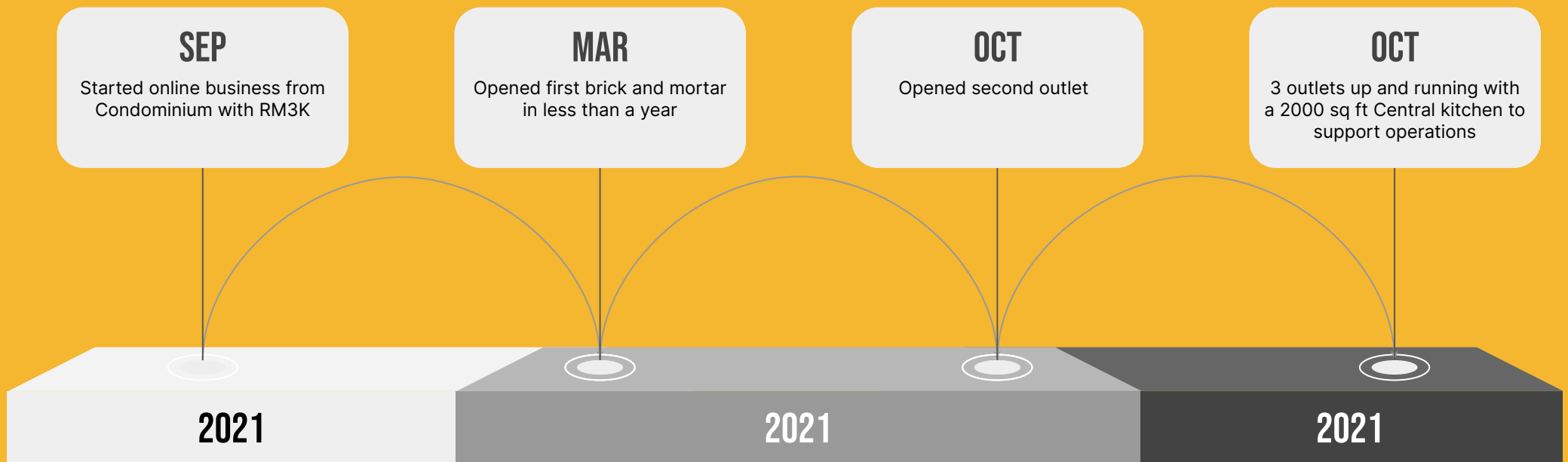
Balancing mobility with fixed locations by meeting the demand for mall/kiosk franchises.

Menu Magic for Regional Delights:

Innovating our menu with regional specialties, ensuring a delightful Bao experience tailored to local tastes.



2021 MILESTONES



2023 MILESTONES

JAN

Incorporated new menu -
Satay Bao, Duck You, Butter
Be Good, SSS Chicken

MAR

Opened up slots for business
opportunities - Kiosk, Cafes,
Food Trucks

JUNE

Introduced Malaysia's ever
first fast food bao truck

NOV

Teaser for new outlets
opening soon - current outlet
count 6

2023

2023

2023





NEW OUTLETS & FOODTRUCKS

TAYLOR'S UNI · KLANG
TAPAK SS13 · SUNWAY UNI
1 UTAMA FOOD DISTRICT
GASKET ALLEY







DUCK BAO



BUTTER BE GOOD



SATAY BAO

2023 FLAVOURS





BIG BOSS BAO



MASAK LOMAK OMPUTEH



FOWL BAOS

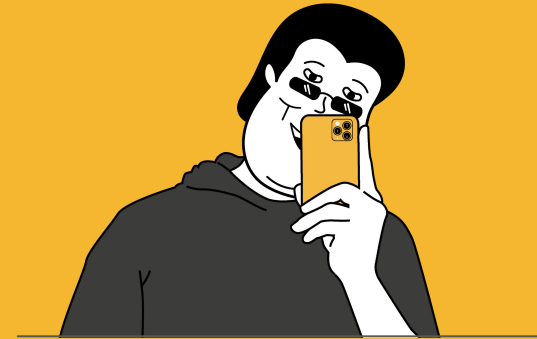


MASAK LOMAK UWAN DEN

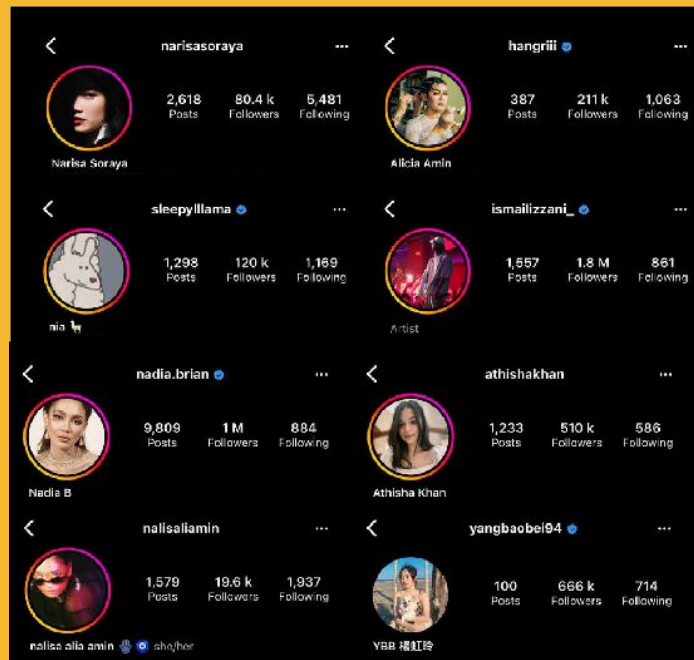
COLLABORATIONS & EVENTS



SOCIAL MEDIA PRESENCE



Influencers we've worked with



Over the past two years, our brand has actively engaged in collaborative campaigns with notable partners such as Zalora, LAZADA, Cycle & Carriage, Sime Darby Motors, BeauTyra, Signature Market, and more. These collaborations have been instrumental in establishing strong business ties and cultivating relationships with influencers and brands within our network.

Our successful collaborations empower us to seamlessly activate influencers and partner brands for various occasions, including grand openings, product launches, dynamic marketing campaigns, and collaborative initiatives. This track record reflects our commitment to fortifying our social media presence and creating meaningful engagements for our audience. Looking ahead, we are dedicated to expanding these fruitful partnerships and unlocking new opportunities for digital excellence.

COLLABORATIONS & EVENTS

Lifestyle Print

TatlerAsia
L'OFFICIEL
BURO.

Newspapers

THE MALAYSIAN
INSIGHT
theSun
TELLING IT AS IT IS
TheStar

Online Pages

vulcan
FOST
WOB
EDKL
EAT DRINK KL
FUN N' TASTE SAYS
DISCOVERKL
KL FOODIE
KLOÉ
TAYLOR'S
UNIVERSITY
Wisdom • Integrity • Excellence

THANK



YOU

