

## SOE-DIAN XIAO ER PARTNERSHIP

HOW ONE  
**F&B**  
ENTREPRENEUR  
IS SERVING  
HIS COMMUNITY



Samuel Yik, founder of Dian Xiao Er, is no stranger to the concept of Corporate Social Responsibility. In fact, he is an avid believer of giving back to the community and to those in need.

BUSINESS IS MORE  
THAN JUST REVENUES  
AND MEETING KPIS;  
IT'S ABOUT BEING  
A BETTER PERSON  
AND BEING SOCIALLY  
RESPONSIBLE.



His main thrust for his CSR initiatives? Education. "One way to help," he begins, "instead of just giving them fish to eat, we teach them how to fish. We help them through education."

He shows this philosophy through three of his current initiatives. One is supporting students from financially troubled families and helping them finish their tertiary education. The second is to hire and train aging employees, a commitment rarely made by F&B businesses. Lastly, he teaches his crew to speak up and tell customers when they've ordered enough. This helped his restaurants cut down on food wastage, garnering positive feedback in the process.

But Samuel doesn't believe they have gone far enough. He hopes to be able to play a more active role in giving back to the community, such as volunteering more of his time to help mentor children.

As the sponsor for the new SOE-Dian Xiao Er Social Contributions Award, he hopes that other businesses will be inspired to do their part.

Samuel does have one piece of advice for budding entrepreneurs. "The number one thing is that you should be a better person first." Business is more than just revenues and meeting KPIs; it's about being a better person and being socially responsible. Because this can give you the edge over the competition."



## SOE Dian Xiao Er Social Contributions Award 2019

### SUPPORTING SOCIAL CONTRIBUTIONS

"Dian Xiao Er is a believer in giving back to the community as a form of an initiative, project, product or service. This award recognises entrepreneurs who have made a sustainable impact on our community, and stand as role models for all entrepreneurs."

**Samuel Yik**  
Founder  
Y.E.S F&B Group (Dian Xiao Er)

