

“DISRUPTION!”

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THE DEFINITION ACCORDING TO CAMBRIDGE DICTIONARY

Meaning of “disrupt” in the English Dictionary

British

American

Business

"disrupt" in British English

► [See all translations](#)

disrupt

verb [T] • **UK**  /dɪsˈrʌpt/ **US**  /dɪsˈrʌpt/

★ **B2** to prevent something, especially a system, process, or event, from continuing as usual or as expected:

Heavy snow disrupted travel into the city this morning.

The meeting was disrupted by a group of protesters who shouted and threw fruit at the speaker.

★ **SPECIALIZED business** to change the traditional way that an industry operates, especially in a new and effective way:

Dell Inc. disrupted the traditional way of selling computers by switching to the internet.



DISRUPTION IS EVERYWHERE!



World's largest taxi company owns no taxis



World's largest accommodation provider owns no real estate



Most valuable retailer has no inventory



Most popular media owner creates no contents



World's largest movie house owns no cinemas



BUT FIRST, MY STORY WITH 4FINGERS



**...BECAUSE OF OUR SMALL SIZE,
NOT IN SPITE OF IT!**



**THINK LIKE A CORPORATE
BUT ACT LIKE A START-UP**



A CULTURE OF DISCONTENTMENT



NEVER WORSHIP THE STATUS QUO!



EMPOWER THE RIGHT PEOPLE



NEW. BETTER. DIFFERENT.



THINK BRAND FIRST



**DISRUPTION IS NOT ONE THING WE DO.
IT IS HOW WE RUN THE BUSINESS.**



THE CONVENTIONAL F&B MODEL IS BROKEN. 4FINGERS' BUSINESS MODEL IS DISRUPTS TO FIX THIS.

- **Alignment of interest** with attractive remuneration for all staff
- **Brand values** that transcend age/gender. We are on your side!
- **Experience-driven** rather than transactional
- **Food** borrows promiscuously from Asian cuisine
- **Space efficiency** much greater than conventional QSR
- **Supply chain requirements** kept simple. No central facility
- **Expansion plans** - uninhibited by geographic limits
- **Delivery service** with better monetization
- **Franchise model** with simple, fair and equitable term
- **Work environment** like a tech start up
- **Marketing paradigm** - build loyalty to customers, not from
- **CSR engagement** aligned with our brand values



AI SYAH GOES TO THE RIO OLYMPICS

- Big dreams and aspirations
- Determination
- Focus
- Willingness to sacrifice



SAMANTHA LOH "STICKER LADY"

- A real rebel!
- Challenging the establishment
- David against Goliath
- Very involved in social causes

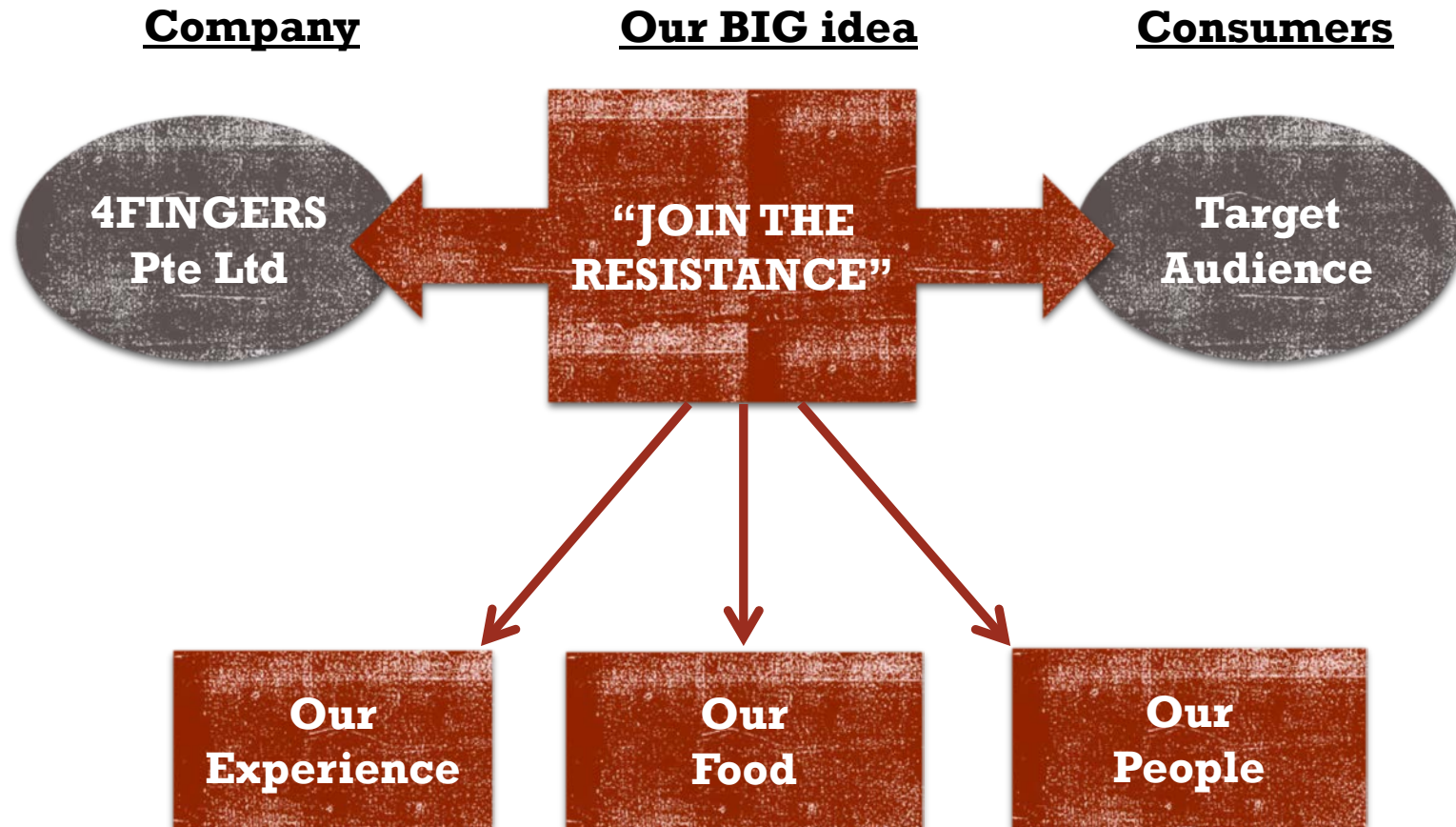


MUSIC FESTIVAL AT FORT CANNING (SEP)

- Free entry
- No sales of 4Fingers food
- Just come and have a good time!



OUR **BIG** IDEA: ARTICULATING 4FINGERS' DISRUPTIVE DNA



**“EVERYONE HAS A PLAN... UNTIL YOU GET
PUNCHED IN THE FACE!”**

- MIKE TYSON



QUESTIONS?

