

# GUIDE ON FRANCHISING IN MALAYSIA

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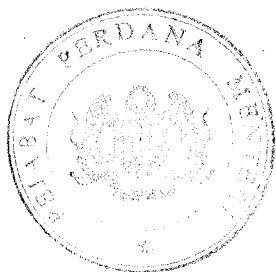
Dengan ingatan tulus ikhlas  
kepada :

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**GUIDE  
ON  
FRANCHISING  
IN  
MALAYSIA**

*Ms Sarfalyah*

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PUSTAKA PERDANA



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the parties. Problems in franchising will paint a negative image not only of a particular franchise system but also of the franchise industry as a whole. It is for this reason that the Government has announced its intention to introduce a Franchise Act in Malaysia.

I wish to record my appreciation to the MFA for publishing this book and for giving me the opportunity to write this foreword. I also wish to thank the author for his efforts in completing this book and his willingness to share his knowledge and experience in franchising with others. While there are various books that have been written on franchising, this book should be a comprehensive guide on franchising in Malaysia. This book provides practical guidance which will assist those who are unfamiliar with franchising, both business people and professionals alike.

It is my hope to see this book translated into Bahasa Malaysia and more literature on franchising written in the future, in particular, once the proposed Franchise Act is enforced.



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