

Dr M: Chance for Bumis to learn restaurant trade

By HARDEV KAUR

FIMA'S move into the restaurant business will help in fostering entrepreneurship among Bumiputras in accordance with the aims of the New Economic Policy (NEP), Datuk Seri Dr Mahathir Mohamad said yesterday.

The Prime Minister was speaking at the opening of Fima Rantel in Kuala Lumpur yesterday.

Fima Rantel (M) Sdn Bhd, a family restaurant, is a joint venture between Kumpulan Fima Bhd, Kawansetia Sdn Bhd and a consortium of five Japanese companies.

The joint venture has an initial paid-up capital of \$1 million. Kumpulan Fima Bhd holds 60 per cent equity, Kawansetia Sdn Bhd, 10 per cent and the Japanese consortium collectively holds the other 30 per cent.

Dr Mahathir said that since the company had the rights to open similar restaurants throughout the country and rights to manage and operate service centres along the main highways, it could provide Bumiputras with opportunities to venture

into this field.

The Prime Minister said that while Fima had the franchise for the business, it was not the intention of the government to allow Fima to compete with other Bumiputra individuals and "win at their expense."

It had taken the franchise to give Bumiputras an opportunity to learn the business without the accompanying hassles and problems, he added.

This was because the set-up was such that it would enable Bumiputras to learn the management of a restaurant. Proper management, he said was important in ensuring the successful running of a restaurant.

The Prime Minister hoped that with the launching of Fima Rantel, and the resultant transfer of technology, more Bumiputras would venture into this field.

Earlier, Datuk Haji Basir Ismail, chairman of Kumpulan Fima, said that the setting up of the restaurant was an extension of Fima's activities. The business will, without doubt, com-

plement the other activities of the Fima group.

These included Fimajaya Food Sdn Bhd, Fima-Mr Juicy, Fima Instanco Food Packaging Sdn Bhd, Fima Supermarkets, Fima-Fraser's Hill Sdn Bhd and Pineapple Cannery of Malaysia Sdn Bhd.

All these subsidiaries will be major suppliers of food items, flowers, vegetables and fruits to Fima Rantel.

Encik Ramli Kushairi, the managing director of Kumpulan Fima, said that the joint venture was already looking into the possibility of opening up two more restaurants in Kuala Lumpur and another along the Kuala Lumpur-Seremban Highway.

These, he said, would be opened by the end of this year or early 1983. He however declined to give the exact locations.

At the same time, he said the company would promote the franchise system to enable other Bumiputras to venture into the restaurant business.

Buss T 31-8-82