

# A chance for Malays to learn the trade

NST 31 AUG 1982

KUALA LUMPUR, Mon. — Fima's venture into the restaurant business is not aimed at competing against bumiputra businessmen but to help them get started in the lucrative food service industry in a big way, Datuk Seri Dr Mahathir Mohamad said today.

"The aim is not profits or monopoly but experience from which bumiputras can later draw on," said the Prime Minister when opening Fima Rantei's first restaurant beside the Weld Swimming Pool here.

He said Fima Rantei was playing the role of a pioneer here as its experience, knowledge and management would be for the utilisation of bumiputra businessmen who intend to set up restaurants.

He said the company would be ever willing to provide training and management expertise to aspiring bumiputra restaurateurs.

"This way, bumiputra businessmen would not face management problems once they start their restaurants," he added.

Datuk Seri Dr Mahathir said Fima Rantei will even help in the costings and food preparation for bumiputra entrepreneurs who wished to get a start in this business.

## Forerunner

"Fima Rantei will also help bumiputras to identify sites best suited to set up restaurants," he said. Datuk Seri Dr

Mahathir said if this venture of Fima proves successful, the agency will study the possibility of starting other franchise restaurants in the country.

Fima Rantei (Malaysia) Sdn. Bhd. is a subsidiary of Kumpulan Fima Berhad.

The establishment of this restaurant signals Fima's entry into the food service which will be the forerunner of a chain of family restaurants to be operated throughout the country.

Fima holds a 60 per cent share in Fima Rantei, while five Japanese companies hold 30 per cent and a bumiputra company — Kawansetia Sdn. Bhd. — has a 10 per cent equity.

The initial paid-up capital is \$1 million. The company hopes to have another restaurant in the city and one along the Kuala Lumpur-Seremban highway by the end of the year or early next year.