

Franchise way to success in business

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KUALA LUMPUR, Fri. — (Datuk Seri Dr Mahathir Mohamad) today urged Malaysians who have the capital but not the knowledge in a particular business field to look towards the franchise concept as a means of achieving success in business.

He said the franchise concept, though not new in the country, was, however, introduced a little late.

The aim of the concept is to set up a business chain that can be easily identified anywhere, because of standardised appearance, quality, service and other features.

The Prime Minister was opening the third

Fima Rantei restaurant, which serves Malaysian-Japanese food, located next to Muzium Negara here this afternoon.

He noted, with some amusement, that he had opened the first two Fima Rantei restaurants, one in the city in 1982 and another in Kuching last year, both during National Day festivities, a feature that he hoped would continue.

He said that it was, however, not the aim that Kumpulan Fima Bhd, the majority shareholder in Fima Rantei, should run the restaurant chain all by itself but also to give the opportunity for others to participate as franchise holders.

He hoped that the workers in the restaurant would remain until they

had acquired the necessary skills instead of being too hasty to seek greener pastures or to open their own eating shops and restaurants.

Apart from Fima, Kawansetia Sdn Bhd, a Bumiputera company, and a Japanese consortium own 10 per cent and about 20 per cent in equity respectively in Fima Rantei.

Kumpulan Fima chairman Tan Sri batuk Haji Basir Ismail said the restaurant including infrastructure was built at a cost of \$1.76 million.