

D511

R E268 AAE
MAHATHIR-FRANCHISE
BM

KUALA LUMPUR, SEPT 30 (BERNAMA) -- TWO EXPERTS FROM THE UNITED STATES WILL ASSIST THE GOVERNMENT PROMOTE FRANCHISE BUSINESS IN THE COUNTRY, PRIME MINISTER DATUK SERI DR MAHATHIR MOHAMAD SAID TODAY.

FORMER US SECRETARY OF STATE DR HENRY KISSINGER HAD AGREED TO SEND THE TWO EXPERTS, HE SAID WHEN LAUNCHING A TRAINING PROGRAMME FOR HAWKERS AND PETTY TRADERS IN THE FEDERAL TERRITORY OF KUALA LUMPUR, HERE.

DATUK SERI DR MAHATHIR SAID THERE WAS A LACK OF KNOWLEDGE OF THE FRANCHISE BUSINESS IN THE COUNTRY AND THE GOVERNMENT WANTED THE PEOPLE INTERESTED IN DOING BUSINESS TO LEARN THE FINER POINTS OF THIS TRADE.

+WE WILL NOT LOSE ANYTHING IF WE LEARN FROM PEOPLE WHO KNOW,+ HE SAID.

DATUK SERI DR MAHATHIR SAID THE GOVERNMENT HAD ATTEMPTED THE FRANCHISE BUSINESS IN THE CASE OF +SATE RIA+ BUT OWING TO LACK OF KNOWLEDGE, THE VENTURE HAD YET TO SUCCEED. -- MORE
2036MST 30 09 90

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R E274 AAE
MAHATHIR-FRANCHISE 2 KUALA LUMPUR

LATER, HE TOLD REPORTERS THAT THE GOVERNMENT FELT THAT FRANCHISE BUSINESS HAD A BETTER CHANCE TO SUCCEED AS THE FRANCHISE OWNER NEED NOT HAVE MUCH KNOWLEDGE IF HE WISHED TO VENTURE IN A CERTAIN LINE OF BUSINESS.

AS AN EXAMPLE, HE SAID, SOMEONE WISHING TO VENTURE INTO THE SATAY BUSINESS NEED ONLY KNOW HOW TO ROAST THE SATAY.

THE PRIME MINISTER SAID THAT MOST BUSINESSES IN THE UNITED STATES WERE FRANCHISE BUSINESS BECAUSE IT WAS IMPOSSIBLE FOR A CERTAIN COMPANY TO HAVE SO MANY OUTLETS.

HE SAID THAT INITIALLY THE US EXPERTS WOULD BRIEF THE GOVERNMENT ON WAYS TO EXPAND SMALL BUSINESSES THE FRANCHISE WAY BEFORE BRIEFING THE BUSINESS SECTOR.

DATUK SERI DR MAHATHIR SAID THAT DR KISSINGER, WHO WAS ONE OF HIS TEACHERS WHEN HE WAS STUDYING IN HARVARD SOME TIME AGO, HAD WRITTEN TO INFORM HIM THAT HE HAD ALREADY IDENTIFIED THE TWO EXPERTS TO BE SENT HERE.

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2107MST 30 09 90

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R E275 AAE
MAHATHIR-FRANCHISE 3 KUALA LUMPUR

+ACTUALLY HE HAD HOPED THAT I WOULD BE GOING TO NEW YORK DURING THE UNITED NATIONS GENERAL ASSEMBLY SESSION BUT SINCE I COULD NOT GO, HE HAS WRITTEN TO ASK ME WHETHER I WOULD RECEIVE THE EXPERTS WHEN THEY COME HERE. I HAVE REPLIED TO HIM THAT I WOULD RECEIVE THEM,+ HE SAID.

THE PRIME MINISTER SAID THAT THE GOVERNMENT ALWAYS WANTED TO HELP THE PETTY TRADERS AND HAWKERS SO THAT THEY COULD CONDUCT BUSINESS IN A BETTER ENVIRONMENT AND MAKE PROFITS.

HE SAID THAT THERE WERE MANY FIELDS THAT COULD BE EMBARKED ON BY THOSE INTERESTED IN BUSINESS ESPECIALLY THROUGH THE FRANCHISE WAY.

CITING THE PETROL STATIONS, THE BATA SHOE SHOP NETWORK AND KENTUCKY FRIED CHICKEN AS EXAMPLES OF FRANCHISE BUSINESSES, HE SAID THAT THE PRINTING BUSINESS WAS NOW BEING CONDUCTED THE FRANCHISE WAY.

SPEAKING TO ABOUT 3,000 PEOPLE THERE, DATUK SERI DR MAHATHIR RELATED HOW MAC DONALD, A SMALL HAMBURGER JOINT IN CALIFORNIA, HAD EXPANDED AND NOW HAD OUTLETS IN SOME 80 COUNTRIES AFTER A RESTAURANT FOOD SUPPLIER REQUESTED PERMISSION FROM THE OWNER OF THE HAMBURGER JOINT TO INTRODUCE THE BUSINESS THE FRANCHISE WAY. -- MORE
2130MST 30 09 90

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MAHATHIR-FRANCHISE 4 KUALA LUMPUR

HE SAID MAC DONALD HAMBURGER BECAME POPULAR BECAUSE IT CONTAINED 100 PER CENT MEAT, FAST SERVICE AS WELL AS HYGIENIC.

ON THE RELATIONSHIP BETWEEN HAWKERS AND PETTY TRADERS AND LOCAL AUTHORITIES, DATUK SERI DR MAHATHIR SAID IT HAD CHANGED FOR THE BETTER WHERE LOCAL AUTHORITIES NOW SUCH AS CITYHALL WAS NO LONGER +HUNTING+ FOR THEM BUT INSTEAD HELPING THEM IN THEIR BUSINESS.

HE SAID THIS NEW ATTITUDE OF LOCAL AUTHORITIES HAD FACILITATED ISSUING OF LICENCES AND BETTER PLACES FOR DOING BUSINESS.

THE ALLOCATION FOR LOANS TO HAWKERS AND PETTY TRADERS HAD ALSO INCREASED FROM \$30 MILLION TO \$50 MILLION RECENTLY, HE SAID.

DEPUTY MINISTER IN THE PRIME MINISTER'S DEPARTMENT DATUK SULEIMAN MOHAMED, IN HIS SPEECH, SAID THE GOVERNMENT WOULD BUILD 20 COMPLEXES FOR HAWKERS AND PETTY TRADERS COSTING \$25.5 MILLION IN THE CITY IN THE NEXT FIVE YEARS.

DURING THE FUNCTION, THE HAWKERS AND PETTY TRADERS OF VARIOUS COMMUNITIES PLEDGED THEIR SUPPORT TO THE BARISAN NASIONAL (BN) GOVERNMENT UNDER THE LEADERSHIP OF DATUK SERI DR MAHATHIR. --
BERNAMA.

2141MST 30 09 90