

# Two American franchise experts to help Govt: PM

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By Choi Tuck Wo

KUALA LUMPUR, Sun. — Two American experts will be here to advise the Government on franchise business, Prime Minister Datuk Seri Dr Mahathir Mohamad said today.

He said former US Secretary of State Dr Henry Kissinger had agreed to send the two experts following a request by him recently.

"There is a lack of knowledge of the franchise business in the country. The Government wants the people interested in doing business to learn the finer points of the trade," he told newsmen after opening a training course for Federal Territory hawkers and petty traders at Putra World Trade Centre here.

He said the date of the two experts' visit here had not been fixed.

He said the Government had tried the franchise business in the case of *Sate Ria* but because of the lack of knowledge, the venture had yet to succeed.

"Basically, the two experts will advise the Government on the system of franchising. We will call those concerned to listen to their views," he said.

He said that under the franchise system, a person who wanted to trade in a certain field need not know many things (about that trade).

"For example, if *Sate Ria* prepares the satay and the gravy, any person who wants to sell the satay but doesn't know how to prepare satay can also

become a satay dealer," he said.

Dr Mahathir said the franchise system could also be extended to other businesses, like petrol stations, shoe shops and even the printing service.

He cited the example of the McDonald's hamburgers which grew from a small shop in California to more than 3,000 outlets in 80 countries today.

He said a businessman, Ray Crop, had seen the potential of the McDonald's business then and bought over the franchise from the two McDonald brothers.

Earlier, several representatives of the hawkers presented to Dr Mahathir a giant scroll containing 10,000 signatures supporting the Barisan Government.