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RAKAN MUDA CORP EXPECTS TO SET UP 200 FRANCHISE BOUTIQUES BY END OF 1997

LANGKAWI, Feb 29 (Bernama) -- Rakan Muda Corporation (RMC), a subsidiary of IBEX Corporation Sdn Bhd, expects to set up 200 franchise boutiques for Rakan Muda and Champs branded products throughout the country by the end of next year.

RMC chairman Datuk Yahaya Jalil said that initially, BSN Commercial Bank was providing all the capital for the franchise participants.

He said RMC's objective was to attract youth participation in the franchise scheme to market and distribute the Rakan Muda and Champs branded goods as owners-entrepreneurs.

The programme was expected to be a catalyst to the development of entrepreneurship and franchise-style business among youths who had proven their competitiveness through a thorough, uniform and systematic business format, Yahya said at the launching of the products and "House of Champs" boutique by Prime Minister Datuk Seri Dr Mahathir Mohamad, at Lang Square, here today.

Among the products were T-shirts, jackets, casual and office clothes, hats, school uniforms, sports apparel and equipment, towels, badges, bicycles and other exclusive souvenir items.

RMC was given exclusive rights by the Government to produce and market the Rakan Muda branded products through a memorandum of understanding signed with the Youth and Sports Ministry on Sept 30, 1995.

Yahya said that RMC's objective was to assist the aspiration of the Government to produce a young generation capable of creating a genuine Malaysian identity.

"RMC is not only a clothes store or supermarket, but we pooled resources to establish a company aimed at sowing youth interest and aptitude to participate in Rakan Muda programmes and activities," he added.

He said RMC was confident of its efforts to create a uniquely Rakan Muda identity through youth wear or clothes in their daily lives.

"We have a mission to shift Malaysian youth interest from blindly imitating unsuitable Western culture wear to pure Eastern values.

"We want to provide choice in clothes of universal design and quality, but unique because of its Malaysian appeal," he explained. -- BERNAMA

MFJ SIA KM