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SATAY ANIKA TO EXPAND THROUGH FRANCHISING

IPOH, Jan 6 (Bernama) -- Satay Anika, the leading Malaysian satay company, plans to expand its business through franchising, both abroad and locally, said its chairman, Abdul Aziz Abdul Majid.

To cope with the expansion, the company has mechanised its production and can now produce up to 250,000 sticks of satay a day, said Abdul Aziz or better known as Zain Azman the singer.

Satay Anika was set up by the family of "Majid Satay", the owner of a famous satay joint in Kuala Lumpur in 1960s.

Abdul Aziz said the first overseas outlet under the franchise concept was expected to be opened in Brunei Darussalam at the end of the year.

This would be followed by outlets in the United Kingdom and Europe, he told reporters at the opening of the company's third outlet in the country here last night.

The company has two outlets of its own in the Klang Valley -- one at BB Plaza in Kuala Lumpur and another in Subang Parade, Subang Jaya. They each sell more than 20,000 sticks of satay a day.

Abdul Aziz said the overseas expansion of Satay Anika, which was set up 10 years ago, is to fulfill Prime Minister Datuk Seri Dr Mahathir Mohamad's hope to see local food such as satay becoming famous internationally.

On local franchising, Abdul Aziz said Satay Anika would open an outlet under such a concept in Seremban after Hari Raya Puasa.

As for the Ipoh outlet at Taman Ipoh Selatan, he said it hopes to sell more than 10,000 sticks a day.

The satay sticks are prepared in Kuala Lumpur and barbecued at the Ipoh outlet. -- BERNAMA