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Mahathir-Franchise

FRANCHISE SYSTEM TO PRODUCE MORE ENTREPRENEURS

KOTA BAHARU, April 4 (Bernama) -- The government intends to promote the use of the franchise system to produce more middle-class bumiputera entrepreneurs.

Prime Minister Datuk Seri Dr Mahathir Mohamad said today the government was confident that franchising would be able to produce more bumiputera entrepreneurs in a short time because it was easy to run as all the facilities were already in place.

To achieve this end, the franchise business would be introduced specially to salaried workers with limited pay, he said when opening the Ain Medicare Sdn Bhd factory in Pengkalan Chepa, here.

"We are attracted to the franchise system because many among us do not know how to run a business...what we know is only to produce the goods but we are not so clever at managing them to make profits," he said.

Dr Mahathir said the franchise system would be introduced among government servants as a form of training in running a business.

He said the government was studying the ways and types of business suitable for franchising.

He said the franchise system had many advantages for inexperienced Malay entrepreneurs because all the goods for sale would be provided and the start-up capital was small.

Dr Mahathir said, for example, that the satay, a Malaysian delicacy known to many, could be franchised so that the business could be upgraded from a roadside stall to better premises as had been done by operators of the McDonalds fast food chain.

Many more Malay food with potential had and would be identified by the Entrepreneur Development Ministry for franchising, he said.

He also said that the involvement of bumiputeras in big businesses proved that they had the ability to participate in modern technology.

He said their success was due to organised business management.

"If we do it in an orderly manner...we will succeed, despite the competition, ultimately our corporate population will increase," he said.

At the function Dr Mahathir also witnessed the signing of a contract between Ain Medicare Sdn Bhd and Remedi Pharmaceuticals Sdn Bhd for the distribution of Ain Medicare products to hospitals nationwide.

Ain Medicare was represented by its chairman, Wan Ariff Wan Hamzah, and Remedi Pharmaceuticals by its chairman, Datuk Ramli Mat Wajib.

Wan Ariff also signed a contract with Sino-Singapore Medical Disposable Pte Ltd managing director Peter Loh for the marketing of Ain Medicare on the international market.

Ain Medicare, which started operation on May 15, 1995, is a pharmaceutical producer approved by the National Pharmaceutical Control Bureau.

The RM25 million Ain Medicare complex houses the production floor and analysis and microbiology laboratories with modern equipment.

It produces mainly intravenous drips and haemodialysis concentrate for government and private hospitals.

The company is projected to supply RM15 million worth of pharmaceutical products a year and is currently working to penetrate the Southeast Asian and West Asian markets. -- BERNAMA

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