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KFC to open 20 more outlets by end of year

KFC Holdings (M) Bhd (KFC) plans to open ten more outlets by end of the year which will bring the total number of outlets to 252, said its group marketing director Wong Sooi Kheong.

He said the new outlets will complement the 20 restaurants which have been established since the last six months.

He told reporters this after the launching of KFC's "What's Up Doc?" show entered the fourth season in Kuala Lumpur yesterday.

Wong said the group also has plans to establish more restaurants for the next few years and is targetting at new development areas and shopping complexes.

He said the group has allocated between RM75,000 and RM1 million for each outlet, depending on the location, sitting capacity, equipment and renovation cost.

He also said that besides expanding its outlets, the group is currently trying to reduce the foreign work force by hiring more locals.

He said this was related to Prime minister Datuk Seri Dr Mahathir Mohamad's call that Malaysians need to change with the times by adopting more productive approaches to business or risk having the country being overrun by foreign workers.

"We are concerned about what is mentioned by the Prime Minister and have trained our foreign staff so that they can adapt to the local culture," he added.

Meanwhile, on the "What's Up Doc?" series, Wong said KFC has renewed the contract for a fourth season with Double Vision Entertainment, a production house which is responsible for producing the show.

"We have seen positive results from a corporate point of view and also from the point of view of our audience, namely the children, as they are presented with educational cum entertaining segments during the one-hour show," he said.

KFC has invested RM5.0 million on the show for the past three years, and expect to put aside RM1.5 million to cover sponsorship, production, advertising and the cost of prizes.

The show with the "edutainment" concept, which is aired with the assistance of RTM has shot up tremendously in the viewers' ratings, from two per cent rating to 12 per cent.

The fourth season shows will include Warner Brother's cartoons such as Ace Ventura, Sylvester & Tweety Mysteries ll, Sinbad the Sailor and Superman.

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