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Mustapa-Franchise

MORE 24-HOUR FOOD FRANCHISE OUTLETS TO BE OPENED

KUALA LUMPUR, July 23 (Bernama) -- Twenty more 24-hour food franchise outlets will be operating here by the end of the year, Entrepreneur Development Minister Datuk Mustapa Mohamed said today.

He said Prime Minister Datuk Seri Dr Mahathir Mohamad had directed the ministry at today's Cabinet meeting to intensify Bumiputera participation in food based franchise activities.

"We will have three types of 24-hour outlets -- mini markets, sundry shops and supermarkets," he said after launching the "Fokus" chain of stores owned by Pernas Edar Sdn Bhd, here.

Mustapa said only Bumiputeras with keen interest in such business would be selected to operate these shops.

He said in fact 10 such Bumiputeras had already been selected.

He said the entrepreneurs would be exposed to the latest management skills using computers and other skills required in the business.

Mustapa said his ministry also proposed to involve more Bumiputeras in air mail delivery and sale of electrical goods under franchise.

Meanwhile General Manager of Edar Sdn Bhd, Hasran Fauzi said his company had produced more than 7,000 Bumiputera retailers under the concept of "Kedai Jimat" since its inception in 1974.

Mustapa said his ministry would increase Bumiputera participation in the retail sector through the provision of more capital and expert advice to them.

-- BERNAMA

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