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Franchise holders meet

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WITH franchising seen as a way of business expansion, The Malaysian Franchise Association has a role to play as a leading information centre and franchise education authority in the country.

With more than 200 franchise-holders thriving in the country, it was no surprise that more than 700 turned up in their best at the Malaysian Franchise Association annual dinner.

At the function was Prime Minister Datuk Seri Dr Mahathir Mohamad, who is also the patron of MFA. He was accompanied by his wife Datin Seri Dr Siti Hasmah Mohd Ali.

Other important guests present were Entrepreneur Development Minister Datuk Mustapa Mohamed, his deputy Idris Jusoh and MFA chairman Datuk Adzmi Abdul Wahab and chief executive Awalan Abdul Aziz.

Also seen were DRB-Hicom chairman Datuk Wira Salleh Sulong, MRCB executive chairman Datuk Khalid Ahmad and Arthur Anderson Country managing partner Datuk Zainal Abidin Puteh.

From EON were manager Chye Wong Boon, general merchandise division retail manager Terry Soh Chee Leong and motor group executive director Donald Choo.

Seen were franchisees Evonne Chen, Elaine Ooi, Carol Ooi and manager Nyak Mazlifah Nyak Ismail, all from Nelson's.

Others present were Habib Corporations Bhd director Md Nahar Noordin and wife Rozie, its managing director Meer Sadik Habib, Sugar Bun Services Corporation Bhd franchise division general manager Bernard Sim, Bill McGowan of Fastway Couriers and wife Suzanne, Ahmad Sathali of Habib Jewels, and Franchise Technology managing director Sam Siew.

WA Franchise Development Services Sdn Bhd chairman and principal Abdul Khalid Datuk Abdul Aziz, Bustaman & Co managing partner Mohd Bustaman Abdullah, Johor Franchise Development Sdn Bhd chief executive Aidi Roslan Abu Bakar, its senior consultant Gunther E. Conradi and wife Shirley and Entrepreneur and Development Ministry chief assistant secretary Ahmad Baihaki Yatim were among the early birds at the function.

The very first franchise directory for Malaysia, which is part of MFA's continuous effort to give better service to its members, was launched by the Prime Minister.

Apart from highlighting readers on the existing franchise business thriving in the country and the available support from professional institutions, the directory also provides an avenue for franchisors and franchisees to advertise and help in business expansion.

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