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Mahathir-Franchise

GO INTO FRANCHISE BUSINESS, BUMIPUTERAS TOLD

KUALA LUMPUR, April 24 (Bernama) -- Prime Minister Datuk Seri Dr Mahathir Mohamad tonight urged Bumiputeras to venture into the less-risk franchise business but promises lucrative returns.

He said although the franchise business was introduced before the World War II in the then Malaya, it is still regarded to be in its infancy.

The franchise business would provide opportunities to those who lack business acumen and experience as not much risk was involved but success could be guaranteed and easily achieved, he said when speaking at the presentation of the Franchise Excellence Award 1997, here.

Dr Mahathir said if more Bumiputeras went into business, it would be easier to share the country's wealth among the various races.

This would prevent jealousy as there are rich and poor in Malaysia, he said.

Dr Mahathir also hoped that franchisees could expand their business and introduce local cuisines like nasi lemak, satay, nasi minyak and beriyani into the franchise business.

He said local food could be developed under the franchise system if there was a serious effort and in fact, the franchisees could become big players.

He said the business did not require big capital and large scale promotions as all these would be taken care of by the franchise holders.

"We are used to eating pizza hut, Mac Donald's and KFC which are not our local food. Those who have never eaten cheese also enjoy eating them," he said.

This is due to the approach and promotions carried out for popular brands of food, he said.

Meanwhile, Malaysian Franchise Association (MFA) chairman Datuk Adzmi Abdul Wahab said the association would set up the MFA Education Foundation which would coordinate training programmes for the franchise business.

It would also prepare the framework for the setting up of the Malaysian Franchise Institute, he said.

The association would also host the inaugural "Asia-Pacific Franchise Confederation" meeting on Sept 24, he added.

-- BERNAMA

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