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LOCAL FRANCHISE BUSINESS DEVELOPING RAPIDLY, SAYS MAHATHIR

KUALA LUMPUR, Sept 25 (Bernama) -- Prime Minister Datuk Seri Dr Mahathir Mohamad said today the franchise concept has been well-accepted in Malaysia and is expanding rapidly.

Speaking at the Franchise Malaysia' 98 conference and exhibition, he said the franchise business was one of the tools of the government in striking a balance in terms of the economic position of the various races in Malaysia.

"The development of the franchise business will help in the country's economic recovery," said Dr Mahathir, who is also the patron of the Malaysian Franchise Association.

He said given that the adverse effects of the economic crisis had been reduced, liquidity in the country had risen and businessmen could now better run their businesses, "the question of finance is not so difficult now as long as the businessmen have enough collateral."

The prime minister also urged local franchise businesses which face difficulty in funding to contact the National Economic Action Council.

"The NEAC will deal with the banks concerned in the matter and will obtain clarification from them why they were not able to provide loans," he said.

Dr Mahathir said he was happy that the local franchise business had expanded to include restaurants, hotels and jewellery although the satay franchise at one time did not take off because of the lack of response.

-- BERNAMA

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