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Mustapa: Introduce franchised food-courts

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KUALA LUMPUR, Mon. - Local authorities will be asked to consider establishing franchised food-courts in their respective municipalities to help boost the franchise industry.

Entrepreneur Development Minister Datuk Mustapa Mohamed said discussions were under way with City Hall to enable it to consider the viability of such a move.

He said this after officiating DeliGiant's nasi lemak outlet at Central Market today. Those present included Central Market Development Sdn Bhd chairman Tunku Abdullah Tunku Abdul Rahman and DeliGiant managing director Teng Yew Huat.

This is the third such outlet in the Federal capital under DeliGiant's franchise concept. The others are at the Medan Mara foyer in Jalan Raja Laut and Sunway Pyramid.

On the discussions with City Hall, Mustapa said the Ministry had suggested the franchised outlets could be opened at places well-frequented by the public.

"With a large volume of public traffic, such franchise concepts would definitely succeed."

He also advised home-based franchise companies to further develop their businesses and expand abroad.

"We must not only ensure quality products but also conceptualise packaging and higher returns."

On the Malaysia Franchise Exhibition and Conference, Mustapa said Prime Minister Datuk Seri Dr Mahathir Mohamad had agreed to officiate the two-day event, to be held at the Putra World Trade Centre.

Scheduled to begin on Sept 24, 82 franchisers and 300 participants would be taking part in Mafec '98.

"The conference and exhibition would allow local franchisers to promote and expand their business opportunities abroad," Mustapa said.

On DeliGiant's development programme, Teng said the company aimed to establish about 200 nasi lemak outlets by the year 2001. "For the long term, we are considering introducing DeliGiant nasi lemak restaurants in neighbouring countries."

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