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Launderette, fish mart to open in Taman Bunga Raya

JURUMUDA Sdn Bhd, a 51 per cent-owned subsidiary of national car distributor Edaran Otomobil Nasional, will open its launderette and fish mart outlets today at a new township being developed.

The two outlets would be among the first to come up at Taman Bunga Raya, about 50km north of Kuala Lumpur along the North-South Expressway. Taman Bunga Raya is a township being developed by the Emkay Group of Companies.

Prime Minister Datuk Seri Dr Mahathir Mohamad is scheduled to open the outlets after launching the Mawar Apartment affordable housing scheme at the same place.

Each apartment has three bedrooms and two bathrooms. Costing about RM69,000, the five-storey apartments are also serviced by elevators. Dr Mahathir is also expected to hand over keys to 2,935 owners of Kenanga low-cost flats.

Jurumuda marketing manager Mohamed Raffe said at a Press briefing their launderette service was becoming popular as it was cheap and convenient.

Jurumuda's other outlets are at the Pekeliling Flats in Kuala Lumpur, the Riviera Apartments and Desa Tun Razak in Cheras and Universiti Telekom in Malacca.

Going by the name Smartwash, the Pekeliling outlet was set up at about RM2 million and caters to about 3,000 residents. It has 132 dryers and 44 washing machines.

The company has invested about RM6 million so far to set up its outlets.

"Some other universities have also contacted us asking us to provide launderette service for the students," he said, adding that the company would charge cheaper rates for them.

Mohamed claimed that the company's rates were about half what others charged. He hoped the Taman Bunga Raya outlet would be well received by the residents.

The company had come up with the idea to provide such services to discourage flat dwellers from washing and drying their clothes on their balconies, thus creating an unsightly scene.

If these centres prove successful, Jurumuda - through its subsidiary Smartwash Sdn Bhd - plans to franchise the operations nationwide.

One of Jurumuda's first fishmart outlet is located at the Ampang Point shopping complex which opened for business last December. "We work with the Fisheries Development Authority to get fresh supply of fish," Mohamed said.

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