

13/05/2005

SIMPLE-FRANCHISE

BEIJING CAN SOON TASTE SIMPLE FOOD TECHNOLOGY'S NASI LEMAK

By: Mohd Kamel Othman

KUALA LUMPUR, May 14 (Bernama) -- Nasi Lemak, the aromatic rice cooked in coconut milk and a favorite of Malaysians of all races, may find its way to Beijing, Shanghai and West Asia, blending with the exotic delicacies of these places.

Rusland Dol, chief executive officer of Simple Food Technology Sdn Bhd, the franchisor of "Simple" nasi lemak, said that discussions held with parties in China and West Asia, have been positive.

"Barring unforeseen circumstances, we will spread our wings to China at the end of the year," he told Bernama in an interview recently.

On the home front, Simple Food is set to open 25 more branches nationwide in two years.

Rusland said that five branches would be set up this year in the Klang Valley while the rest next year, with focus on north, south and west peninsula.

Headquartered in Kuantan, Simple Food currently has two types of prototypes namely in Taman Esplanade and Lorong Tun Ismail, in Kuantan.

He said that each branch has managed to garner sales of almost RM900,000 last year.

As for the "Simple" brand introduced by the company, Rusland said that he wanted to create a special brand for nasi lemak in order to further popularise it.

"Currently, there are plenty of people making and selling nasi lemak but a special brand has yet to be created like McDonald's," he said.

He said that Simple nasi lemak is priced at between RM1.50 and RM3.50 per packet, depending on the dishes one choose to go with it like chicken rendang, squids, cockles, and fried chicken.

"All the ingredients for the nasi lemak are manufactured at the Indera Mahkota Industrial Area," said Rusland, who began selling nasi lemak since 1995 at a stall in Lorong Tun Ismail, Kuantan.

Rusland said that he began expanding his business at the end of 1997 after being inspired by a speech by former Prime Minister Tun Dr Mahathir Mohamad, who wanted the rakyat to work hard to achieve success.

"I still remember the speech where Dr Mahathir mentioned that a person who sells nasi lemak can also become a millionaire. Since then, I was determined to make my business a success," he said.

The company which has 40 employees, also supplies food for trainees at the national service training centres.

Rusland said that there was not much problems faced in getting loans to expand the business as the Malaysian Malay Chamber of Commerce's Dewan Muda, has given plenty of assistance.

"I have discussions with Dewan Muda Chairman, Shafiq Shamsuddin often concerning this matter and Dewan Muda has helped to overcome the problems I faced," he said. -- BERNAMA

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