

THE STAR

DATE: 04/08/2007

Dr Mahathir's bakery to open second outlet in Kuala Lumpur

The Star - 4/8/2007

KUALA LUMPUR: The Loaf, the bakery cum bistro jointly owned by Tun Dr Mahathir Mohamad, will open its second outlet at the Pavilion here on Sept 20.

The former Prime Minister, who revealed this yesterday, said Loaf's first outlet in Langkawi which opened last year had been "very well accepted."

"So much that my (Japanese) partner and I decided we should come to KL," he said during a Q&A session after delivering a keynote address on 'Driving Malaysia as a Franchising Hub' at the Putra World Trade Centre yesterday.

Dr Mahathir had set up the bakery in Langkawi with Japanese businessman Jiro Suzuki.

"I have been telling people to do things

and advising people in business. Now let's see if I can do what I have been telling other people.

"I hope I succeed. I hope I encounter difficulties and find solutions to them. Then I can talk with greater authority," he said.

He said if the business was successful here, he would consider franchising The Loaf.

The Loaf is a Japanese-style gourmet bakery using Japanese baking techniques. It employs a famed Japanese baker.

Dr Mahathir said that in going into business, one should always do it properly and not "cut corners."

"I believe one should produce a really good product," he said, in conceding that some locals found the prices at the Loaf a bit expensive.