

Fast food chain eyes growth in Bandar Seri Sendayan



Creed (third from left), Kamaruzzaman (second from left), Kubizniak (fourth from left) and Lee (second from right) at the launch of the KFC Sri Sendayan Drive-Thru.

By **SARBAN SINGH**
sarbans@thestar.com.my

RESIDENTS in the bustling Bandar Seri Sendayan township can rejoice as more KFC branches will be opened in the 2,023ha development.

Matrix Concepts Holdings Bhd group executive deputy chairman Datuk Lee Tian Hock said the developer was working on this with QSR Brands (M) Holdings Bhd, the fast food chain's franchise holder.

"We hope to eventually have three or four KFC branches here.

"Bandar Seri Sendayan will certainly need more of such eateries as we expect the population here to grow to 120,000 once we complete our project here," he said at the launch of the first KFC branch in Bandar Seri Sendayan.

The 24-hour branch located on a

0.4ha plot has a drive-through and is KFC's 700th nationwide.

The launch was jointly conducted by Yum! Brands Inc chief executive officer Greg Creed, QSR Brands (M) Holdings Bhd chairman Datuk Kamaruzzaman Abu Kassim and KFC Asia general manager Valerie Kubizniak.

QSR Brands is the sole operator of some 1,080 KFC and Pizza Hut restaurants in Malaysia.

Lee said Matrix built the branch located opposite d'Sora Boutique Business Hotel at Sendayan Metro Park for RM3.5mil.

"We built the outlet and leased it to KFC. I was told that business (since opening two weeks ago) has been very encouraging," he said.

Kamaruzzaman said the opening of the 700th outlet was a significant milestone for the group as it also coincided with the 50th anniversary of Johor Corporation, the

majority shareholder of QSR Brands.

He said the eco-friendly outlet, which has several green features, can accommodate 170 customers at any one time. Among other things, it has a rainwater harvesting system, LED lighting, solar light tubes, motion-sensor light and low-emissivity glass.

QSR Brands (M) Holdings Bhd managing director Datuk Seri Mohamed Azahari said the group was honoured to collaborate with Matrix Concepts.

"We have our group CEO (Creed) from Dallas here and this is a testament to how happy we are to work with Matrix.

"This is the 21st of the 23 stores we had planned to open nationwide this year, and we are happy to play our part in allowing more people to enjoy our reasonably priced KFC meals," he added.