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FRANCHISE EXPANSION

MORE KFC OUTLETS LIKELY IN SERI SENDAYAN

Company confident of high demand from township's growing population

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KFC Malaysia and Matrix Concepts Holdings Bhd are looking into opening more KFC outlets in Bandar Seri Sendayan, here, following the launch of the township's first KFC outlet yesterday.

QSR Brands (M) Holdings Bhd managing director Datuk Seri Mohamed Azahari Kamil said based on the encouraging re-

sponses towards the outlet, which was opened to the public on September 1, the company was confident a few more new KFC outlets in the township would be able to cater to the demand of its rising population.

"We are very happy and honoured to collaborate with Matrix Concepts, and we are definitely looking into the possibility for more collaborations for Bandar Seri Sendayan.

"We believe the demand is high here based on the increasing number of population in the

township," he said.

Azahari said the company had opened 21 out of the 23 KFC outlets that it was targeting to open nationwide this year.

Despite the change of government, he said it was business as usual for QSR Brands and that the impact had "so far been good".

"We offer affordable offerings and we believe it will still draw more people to KFC," he said after the launch of KFC 700th outlet and Drive-Thru in Bandar Sri



Yum! Brands Inc chief executive officer Greg Creed (third from left) with Matrix Concepts Holdings Bhd chief executive officer Datuk Lee Tian Hock (third from right) at the launch of the 700th KFC outlet in Bandar Sri Sendayan in Negeri Sembilan yesterday. With them is KFC Asia general manager Valerie Kubizniak (fourth from left) and other officials. PIC BY IQMAL HAQIM ROSMAN

Sendayan.

The outlet was launched by Yum! Brands Inc chief executive officer Greg Creed.

Also present were QSR Brands chairman Datuk Kamaruzzaman Abu Kassim and Matrix Concepts group executive deputy-chairman Datuk Lee Tian Hock.

The 24-hour restaurant is able to accommodate 170 customers at one time, equipped with drive-thru facility.

Located on a 0.4ha plot just opposite d'Sora Boutique Busi-

ness Hotel at Sendayan Metro Park, the outlet is built with eco-friendly and energy-saving technology including rainwater harvester system, LED lighting, solar light tubes, motion sensor light and low-emissivity glass, as part of the company's responsibilities towards the environment.

Lee said Matrix Concepts was targeting to open four more KFC outlets in Bandar Sri Sendayan as the population in the modern township was expected to reach 120,000 people.