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## QSR Brands, Developers Cooperate To Open New Restaurants

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SEREMBAN, Nov 15 (Bernama) -- QSR Brands (M) Holdings Bhd, the operator of the Kentucky Fried Chicken (KFC) and Pizza Hut restaurant chains, plans to work closely with major developers nationwide to open new restaurants as part of its new business model.

Its Managing Director, Datuk Mohamed Azahari Kamil, said the company wanted to collaborate with developers that were undertaking integrated township developments.

"In order for us to grow, we need to identify potential collaborators and partners as we believe in the spirit of collaboration that will make it easier for us, both in terms of reducing our cost as well as marketing KFC within the local community.

"We want to have more collaborations with respectable developers who are able to create good community because with the success of the township, there'll be more value and volume that will come to our restaurants," he told reporters after the groundbreaking of the 700th KFC outlet in Bandar Sri Sendayan near here today.

Also present were Matrix Concepts Holdings Bhd (MCHB) Chairman, Datuk Mohamad Haslah Mohamad Amin and MCHB Group Managing Director, Datuk Lee Tian Hock.....

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